

**CEA MARKET RESEARCH DEPARTMENT
REPORTING FORM FOR**

MS-177 Home Theater Furniture, Mounts, and Media Storage

Participant Code For the Period MM/DD/YYYY

Line	Product Description	UNITS	DOLLARS
<i>RTA FURNITURE (ENTERTAINMENT CONSOLES, COMPONENT RACKS, TV STANDS, ETC)</i>			
<u>Size of Display</u>			
1	Those intended to hold Direct View 27"-34"	_____	_____
2	Those intended to hold Direct View 35" and up	_____	_____
3	Those intended to hold flat panel displays under 40"	_____	_____
4	Those intended to hold RPTV/MD/Flat Panel 40-49"	_____	_____
5	Those intended to hold RPTV/MD/Flat Panel 50-59	_____	_____
6	Those intended to hold RPTV/MD/Flat Panel 60 and above	_____	_____
<u>Component Storage</u>			
7	Those intended for audio/video components only -- no TV	_____	_____
8	Those with center channel placement	_____	_____
9	Those holding 1-2 components	_____	_____
10	Those holding 3 to 4 components	_____	_____
11	Those holding more than 4 components	_____	_____
<u>Design Features</u>			
12	Those with integrated flat panel mounts	_____	_____
13	Those matching the design of a specific TV model	_____	_____
<u>Materials</u>			
14	Primarily wood construction	_____	_____
16	Primarily metal construction	_____	_____
17	Combination of wood and glass	_____	_____
18	Even mix of metal and glass	_____	_____
<u>Pricing</u>			
19	Those priced under \$300	_____	_____
20	Those priced \$300 to \$499	_____	_____
21	Those priced \$500 to \$699	_____	_____
22	Those priced \$700 to \$999	_____	_____
23	Those priced \$1000+	_____	_____
24	Total RTA Furniture (Total of lines 19 to 23)	0	0
<i>WALL AND CEILING TV MOUNTS</i>			
25	Total tilt mechanism	0	0
26	Tilt mechanism for flat panel under 20"	_____	_____
27	Tilt mechanism for flat panel 21" to 32"	_____	_____
28	Tilt mechanism for flat panel 32"+	_____	_____
29	Total articulating arm	0	0
30	Articulating arm for flat panel under 20"	_____	_____
31	Articulating arm for flat panel 21" to 32"	_____	_____
32	Articulating arm for flat panel 32"+	_____	_____
33	Total fixed mounting (non-tilt, non-articulating)	0	0
34	Fixed mounts for flat panel under 20"	_____	_____
35	Fixed mounts for flat panel 21" to 32"	_____	_____
36	Fixed mounts for flat panel 32"+	_____	_____
37	Total Mounting Brackets (Total of lines 25, 29, and 33)	0	0
<i>MEDIA STORAGE</i>			
<u>Design Features</u>			
38	Those that are modular or expandable	_____	_____
39	Those with an open design	_____	_____
40	Those with an enclosed design	_____	_____
<u>Materials</u>			
41	Primarily wood construction	_____	_____
42	Primarily plastic construction	_____	_____
43	Primarily metal construction	_____	_____

44	Total Media Storage (Total of lines 41 to 43)	<u>0</u>	<u>0</u>
45	GRAND TOTAL (lines 24, 37, 44)	<u>0</u>	<u>0</u>

Due at CEA by the 15th of the month following the report period. Questions? Call Rachel Dobis (703) 654-1478. Fax: (703) 796-1331 Email: rdobis@verisconsulting.com