

Connecticut DEP's E-Waste Program

2010 MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES (FOR USE IN FISCAL YEAR 2011-2012)

Pursuant to Conn. Agencies Regs. §22a-638-1(g), the Department of Environmental Protection ("DEP") is posting its determination of the market share for manufacturers of computers, printers, monitors and televisions (collectively known as "covered electronic devices" or "CEDs"). This determination is based upon national sales data for calendar year 2010.

This market share determination shall be used, for the period of no more than a year, as the primary basis:

- (A) for all manufacturers, to determine a manufacturer's annual registration renewal fee;
- (B) for manufacturers of televisions, to determine the amount billed by a covered electronic recycler licensed by DEP; and
- (C) for manufacturers of computers, monitors and printers, to determine the amount a manufacturer owes for orphan devices.

The data underlying this determination was provided under contract by the National Center for Electronics Recycling ("NCER"). The primary sources of this data include IDC Research, Inc., iSuppli and NCER.

Opportunity to Rebut Market Share Determination

In accordance with Conn. Agencies Regs. §22a-638-1(g)(3)(B), the market share determination noted below is presumed to be correct unless a manufacturer submits information rebutting this determination. A manufacturer seeking to rebut this determination, for itself or for any other manufacturer, shall submit rebuttal information in writing that must include the number of units sold for the type of CED in question based upon nationally available data, retail sales data, consumer surveys or other nationally available data, the source of any such information and all supporting documents. Rebuttal information must be sent to the attention of Mr. Mark Latham, Environmental

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Analyst 3, Waste Engineering and Enforcement Division, Department of Environmental Protection, 79 Elm Street, Hartford, Connecticut 06106 and be received no later than **July 15, 2011**. Following the receipt of any rebuttal information, the Commissioner of Environmental Protection shall make a final determination regarding each manufacturer's market share and shall notify each manufacturer of this determination. Any person with questions regarding this market share determination may contact Mr. Mark Latham at (860) 418-5930 or by e-mail to mark.latham@ct.gov.

Adjustments to Market Share Determination

Manufacturers should take note that in accordance with Conn. Agencies Regs. §22a-638(h) and (i) adjustments to the market share determination noted below will be made for manufacturer's with a de minimis market share.¹ For manufacturers of computers, printers and monitors, this adjustment will affect the amounts such manufacturers owe for orphan devices; for manufacturers of televisions, this adjustment will affect the amounts such manufacturers may owe for invoices submitted by covered electronic recyclers approved by the DEP. In addition, the amount of a manufacturer's annual registration fee – which will be invoiced separately by the DEP - may not directly correlate with a manufacturer's market share determination noted below due to the minimum \$250.00 annual registration fee required under Conn. Agencies Regs. §22a-630(d)-1(b).

Market Share Determination for Printers, Televisions, Monitors, and Computers on the following pages.

¹For manufacturers of computers, monitors and printers, a manufacturer is considered de minimis if it has less than 1% market share; for manufacturers of televisions, a manufacturer is considered de minimis if it has less than 0.1% market share.

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Market Share Determination for Printers

Manufacturer	Percentage
Hewlett-Packard	63.54%
Canon	13.89%
Epson	6.53%
Kodak	6.21%
Lexmark	5.30%
Brother	3.05%
Dell	0.94%
Samsung	0.35%
OKI	0.08%
Sony	0.03%
Xerox	0.03%
Konica Minolta	0.02%
Kyocera Mita	0.01%
Sharp	0.01%
Ricoh/Savin	0.01%
InfoPrint	0.00004%
Total	100.00%

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Market Share Determination for Televisions

Manufacturer	Percentage
Samsung	19.52%
Vizio	17.87%
Best Buy (Dynex and Insignia)	10.95%
Funai Brands	9.92%
LG Electronics	9.71%
Sony	8.70%
Panasonic	7.34%
Sanyo	5.96%
Toshiba	5.40%
Sharp	2.79%
Mitsubishi	1.10%
Hitachi	0.43%
On Corp US (RCA)	0.26%
Others*	0.04%
Total	100.00%

*All manufacturers which comprise the "Others" category have market share below the de minimis threshold.

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Market Share Determination for Monitors

Manufacturer	Percentage
Hewlett-Packard	24.09%
Acer	22.01%
Dell	14.16%
Others*	12.14%
Samsung	8.22%
Viewsonic	5.63%
ASUS	4.31%
LG Electronics	4.06%
Hannspree	2.85%
AOC/Envision	1.52%
NEC	0.45%
Apple	0.38%
Westinghouse	0.05%
AG Neovo	0.04%
Lenovo	0.04%
BenQ	0.03%
Eizo	0.0001%
Total	100.00%

*All manufacturers which comprise the "Others" category have market share below the de minimis threshold.

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Market Share Determination for Computers

Manufacturer	Percentage
Apple	19.81%
Hewlett-Packard	19.19%
Dell	11.35%
Amazon.com Inc.	9.08%
Acer	8.98%
Toshiba	8.96%
Others*	4.46%
ASUS	3.99%
Sony	3.56%
Barnes & Noble	2.86%
Samsung	2.28%
Pandigital	2.21%
Lenovo	1.24%
Hanvon	0.83%
Kobo Books	0.46%
MSI	0.37%
Archos	0.16%
Systemax	0.10%
Everex	0.04%
Micro Electronics/IPSG	0.02%
Trigem/Averatec	0.02%
Key Ingredient Corporation	0.02%
Fujitsu	0.01%
Gammatech (Formerly Twinhead)	0.01%
Iriver	0.001%
Motion Computing	0.001%
Premio	0.0005%
Electrovaya	0.0004%
Total	100.00%

*All manufacturers which comprise the "Others" category have market share below the de minimis threshold.