

## **Connecticut DEEP's E-Waste Program**

### **2011 FINAL MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES**

Pursuant to Conn. Agencies Regs. §22a-638-1(g), the Department of Energy and Environmental Protection ("DEEP") is posting its final 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 2011.

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

- (A) a manufacturer's annual registration renewal fee, for all manufacturers;
- (B) the amount billed by a DEEP licensed covered electronic recycler for manufacturers of televisions; and
- (C) the amount computer, monitor, and printer manufactures owe for orphan devices;

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

#### **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 information such as the number of units sold for the type of CED in question based upon nationally available data, number of units shipped, 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

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the attention of Mr. Mark Latham, Environmental Analyst 3, Waste Engineering and Enforcement Division, Department of Energy and Environmental Protection, 79 Elm Street, Hartford, Connecticut 06106 and be received no later than **July 26, 2012**. Following the receipt of any rebuttal information, the Commissioner of Energy and 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](mailto: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.<sup>1</sup> 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 DEEP. In addition, the amount of a manufacturer's annual registration fee – which will be invoiced separately by the DEEP - 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.*

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<sup>1</sup>For 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

<b>Manufacturer</b>	<b>Percentage</b>
HP	67.52%
Canon	12.27%
Epson	6.17%
Kodak	5.96%
Brother	3.16%
Lexmark	2.74%
Dell	0.94%
Samsung	0.90%
Xerox	0.09%
Ricoh	0.07%
OKI	0.06%
Kyocera Mita	0.04%
Konica Minolta	0.04%
Toshiba	0.03%
Sharp	0.02%
Muratec	0.0025%
TallyGenicom	0.0002%
Xeikon	0.00002%
<b>Total</b>	<b>100.00%</b>

For manufacturers of printers, a manufacturer is considered de minimis if it has less than 1.0% market share.

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#### Market Share Determination for Computers

Manufacturer	Percentage	Manufacturer	Percentage
Amazon.com Inc.	22.98%	Vizio	0.14%
Apple	22.94%	HTC	0.12%
HP	11.61%	MSI	0.11%
Barnes & Noble	8.12%	Systemax	0.07%
Toshiba	6.60%	Everex	0.04%
Dell	6.43%	Hanvon	0.02%
Acer	4.73%	Huawei	0.01%
Others*	3.69%	Iriver	0.01%
ASUS	3.13%	TwinHead/Gammatech	0.01%
Pandigital	2.12%	ViewSonic	0.01%
Sony	1.93%	Micro Electronics	0.01%
Samsung	1.71%	Fujitsu	0.01%
Lenovo	1.51%	Averatec	0.01%
Motorola	0.62%	LG	0.01%
Research In Motion	0.51%	Motion Computing	0.002%
Kobo Books	0.39%	Premio	0.0004%
Coby	0.26%	Electrovaya	0.0003%
Archos	0.14%		
<b>Total</b>			<b>100%</b>

\*All computer manufacturers which comprise the "Others" category have market share below the 1.0% de minimis threshold.

For manufacturers of monitors, a manufacturer is considered de minimis if it has less than 1.0% market share.

LAST UPDATE 08/09/2012

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#### Market Share Determination for Monitors

<b>Manufacturer</b>	<b>Percentage</b>
HP	24.53%
Acer	18.98%
Dell	15.27%
Others*	11.91%
Samsung	7.87%
ViewSonic	7.23%
ASUS	6.17%
LG	3.17%
Hanns-G	2.57%
AOC	1.31%
Apple	0.37%
NEC	0.28%
Planar	0.16%
AG Neovo	0.09%
BenQ	0.07%
Lenovo	0.03%
Eizo	0.0004%
<b>Total</b>	<b>100.00%</b>

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

For manufacturers of monitors, a manufacturer is considered de minimis if it has less than 1.0% market share.

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#### Market Share Determination for Televisions

Manufacturer	Percentage	Manufacturer	Percentage
Samsung	21.08%	Elite	0.71%
Best Buy	9.99%	Magnavox	0.67%
Vizio	9.29%	Mitsubishi	0.60%
Others*	9.28%	Curtis International	0.58%
LG	6.91%	Haier	0.46%
Sony	6.90%	Polaroid	0.39%
Panasonic	6.70%	SEIKI	0.31%
Toshiba	5.94%	Apex	0.29%
RCA	3.06%	Zenith	0.29%
Sanyo	2.52%	TCL	0.24%
Sharp	2.42%	Hitachi	0.23%
Westinghouse	2.12%	iSymphony	0.22%
Philips	1.77%	AOC	0.22%
Sylvania	1.59%	Ingram Micro Private Label	0.19%
Emerson	1.54%	Hannspree	0.17%
Sansui	1.32%	Sceptre	0.16%
Coby	0.89%	Viore	0.15%
Element	0.78%		
<b>Total</b>			<b>100%</b>

\*All television brands which comprise the "Others" category have market share below de minimis threshold and can be seen below.

For manufacturers of televisions, a manufacturer is considered de minimis if it has less than 0.1% market share.

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#### Television Brands Below the De Minimis Threshold – Less than 0.10% Market Share

Access HD	Hisense	Proscan
Acer	iVIEW	Pyle
Audiovox	Jensen	Quasar
Auria	JVC	RJ Technology
Axion Technology	Memorex	Samson Technology
Broksonic	Motorola	Samtack
Calypso	MyGoTV	Seiko
Craig	Naxa	Sharper Image
Curtis Computer Products	NEC Display Solutions	Sigma
Curtis Mathes	Nexus	Sony Ericsson
Disney	Norcent Technology	Spectra Logic
E&S International ENT INC	Nortel Networks	SunBriteTV
Envision	Nuvision	Supersonic
Epson	Olevia	Venturer
Eviant Inc.	Orion	Viewsonic
FLO TV	Pandigital	Viziflex Seels
FUSION Electronics	Pegasus Technologies Lt.	VZON
General Electric	Philco	
GPX	Pioneer	