



## **2013 PROPOSED MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES**

Pursuant to §22a-638-1(f)&(g) of the Regulations of Connecticut State Agencies (“RCSA”), the Department of Energy and Environmental Protection (“DEEP”) hereby posts its determinations for the following:

- 1) Brand(s) Attributable to a Manufacturer for Computers, Monitors, and Printers based on the information obtained by DEEP<sup>1</sup>; and
- 2) Market Share Attributable to each Manufacturer for Computers, Printers, Monitors, and Televisions (collectively known as “Covered Electronic Devices” or “CEDs”). This market share determination is based upon national sales data from the calendar year 2013.

After manufacturer’s have an opportunity to rebut these determinations and the Commissioner posts his final determinations, the market share shall be used for the period of no more than a year, as the primary basis for the following:

- (A) brand or brands attributable to a manufacturer;
- (B) a manufacturer’s annual registration renewal fee, for all manufacturers;
- (C) market share allocations to be billed to manufacturers of televisions by DEEP-approved covered electronic recyclers; and
- (D) the amount computer, monitor, and printer manufacturers owe for orphan devices;

The data underlying these determinations was provided under contract by the Northeast Recycling Council (“NERC”) in concert with the National Center for Electronics Recycling (“NCER”) and Electronics Recycling Coordination Clearinghouse (“ERCC”). The primary sources of this data include IDC Research, Inc. and NPD Group.

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<sup>1</sup> See list titled “[Manufacturer’s Brands / Contacts List for CT DEEP’s Statewide E-Waste Recycling Program](#),” posted on DEEP’s website.

If a manufacturer is identified on the market share list in calendar year 2013 (see tables below), and the manufacturer has not already registered its brand(s) with DEEP, the manufacturer shall register on a form prescribed by the Commissioner. See [Manufacturer’s Registration Form and Instructions](#) posted on DEEP’s website.

## **Opportunity to Rebut Manufacturer Brand and Market Share Determination**

In accordance with RCSA §22a-638-1(f)(2)&(g)(3)(B), the brand and market share determinations noted below and posted on DEEP's website are presumed to be correct unless a manufacturer submits information rebutting these determinations. A manufacturer seeking to rebut a determination, for itself or for any other manufacturer, shall submit rebuttal information in writing within 30 days of this posting. Rebuttal information 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 received no later than June 9<sup>th</sup>, 2014 and sent to 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. Following the receipt of any rebuttal information, the Commissioner of Energy and Environmental Protection shall make his final determination and shall notify each manufacturer of this determination. Any person with questions regarding these determinations 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**

Adjustments to the market share determination will be made for manufacturer's with a de minimis market share<sup>2</sup> in accordance with RCSA §22a-638-1(h)&(i). 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 DEEP.

In addition, the amount of a manufacturer's annual registration fee – which will be invoiced separately by 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 RCSA §22a-630(d)-1(b).

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<sup>2</sup>For manufacturers of Computers, Monitors and Printers, a manufacturer is considered de minimis if it has less than 1.0% market share. For manufacturers of Televisions, a manufacturer is considered de minimis if it has less than 0.1% market share.

## Market Share Determination for Printers

<b>Manufacturer</b>	<b>Percentage</b>
Hewlett-Packard Company	68.29%
Canon U.S.A., Inc.	15.81%
Epson America, Inc.	9.88%
Brother International Corporation	4.11%
Dell, Inc.	0.69%
Lexmark International, Inc.	0.58%
Samsung Electronics Company	0.36%
Eastman Kodak Company	0.11%
Ricoh Americas Corporation	0.07%
Xerox Corporation	0.04%
Konica Minolta business Solutions USA Inc.	0.03%
Oki Data Americas, Inc.	0.02%
Sharp Electronics	0.02%
KYOCERA Document Solutions America Inc.	0.00003%
<b>Total</b>	<b>100%</b>

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

## Market Share Determination for Computers

Manufacturer	Percentage	*Continued from Left	
Manufacturer	Percentage	Manufacturer	Percentage
Apple Inc.	27.29%		
Samsung Electronics Company	12.66%	Mach Speed Technologies	0.12%
Amazon Fulfillment Service, Inc.	10.91%	MSI Computer Corp.	0.11%
Hewlett-Packard Company	10.13%	Blackberry Limited	0.10%
Others	7.53%	zteusa	0.09%
Dell, Inc.	6.66%	Archos Inc.	0.08%
Asus Computer International	6.39%	Kobo, Inc.	0.07%
Toshiba America Information Systems, Inc. (TAIS)	4.65%	Double Power Technology Inc.	0.07%
Lenovo (United States) Inc.	2.98%	DPI Inc.	0.02%
Acer America Corporation	2.87%	Cellco Partnership	0.02%
Barnes & Noble	2.30%	Craig Electronics Inc.	0.02%
E-Fun Inc.	1.67%	Vizio Inc.	0.01%
Sony Electronics Inc.	0.95%	Micro Center & IPSPG & Micro Electronics	0.01%
FUHU	0.46%	Motorola Mobility, Inc.	0.01%
Ematic	0.43%	Gammatech	0.01%
KD Group	0.40%	Viewsonic Corporation	0.01%
PLR IP Holdings, LLC	0.37%	Uniden	0.01%
Coby Electronics Corp.	0.20%	Fujitsu America, Inc	0.005%
Le Pan	0.15%	Premio, Inc.	0.005%
Toys R Us	0.14%	NCR	0.001%
Digital 2	0.12%	Huawei	0.001%
		<b>Total</b>	<b>100%</b>

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

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

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## Market Share Determination for Monitors

<b>Manufacturer</b>	<b>Percentage</b>
Hewlett-Packard Company	20.13%
Dell Inc.	17.87%
Acer America Corporation	11.67%
Samsung Electronics America, Inc.	11.67%
Others	11.36%
Viewsonic Corporation	9.31%
Asus Corporation	9.27%
LG Electronics USA, Inc.	4.66%
Envision Peripherals	1.81%
Hannsree North America, Inc.	0.95%
Ben Q America Corp.	0.57%
Apple Inc.	0.35%
NEC Display Solutions of America, Inc	0.22%
Lenovo (United States) Inc.	0.16%
Planar Systems, Inc.	0.01%
<b>Total</b>	<b>100%</b>

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

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

## Market Share Determination for Televisions

Manufacturer	Percentage	*Continued from Left	
Manufacturer	Percentage	Manufacturer	Percentage
Samsung Electronics America, Inc.	20.95%		
Vizio, Inc.	14.43%	Curtis International	1.16%
Funai	10.20%	Sceptre, Inc.	1.29%
Other	10.32%	JVC Americas Corp	0.90%
LG Electronics USA, Inc.	8.78%	Hisense USA	0.76%
Best Buy	7.19%	Orion America, Inc.	0.58%
Panasonic Corporation of North America	5.68%	TMAX Digital Inc.	0.43%
TongFang Global Inc.	3.94%	Haier America	0.35%
ON Corp US, Inc	2.96%	TTE Technology, Inc.	0.28%
Toshiba America Information Systems, Inc.	2.62%	PLR IP Holdings, LLC	0.23%
Sony Electronics	2.50%	Hitachi USA	0.18%
Sharp Electronics Corp.	2.19%		
Westinghouse Digital	1.91%		
		<b>Total</b>	<b>100%</b>

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

Affinity Technologies	Eviant	Memorex	Silo Digital
AOC	FLO TV	Mitsubishi	Spectra Logic
Ario	GPX	Naxa	SunBrite TV
Axess	Hannspree	Olevia	Supersonic
Contex	Hewlett Packard	Pegasus Technologies Lt	Sylvania
Craig	Hiteker	Pioneer	Tivax
Digital Prism	Honeywell	Pyle	Venturer
Disney	iView, RJ Technology	QFX, Inc.	Viewsonic
EnviZen-Digital	Jensen, Audiovox	Quantum	Viore, iSymphony

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

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