

REFERENCE DOCUMENT FROM CEA FOR FTC PUBLIC MEETING – APRIL 16, 2010

**Comparative Information
(Grouped by Screen Size)**

FTC Proposal
0 to 19.9"
20 to 29.9"
30 to 39.9"
40 to 49.9"
50 to 59.9"
60 to 69.9"
70" or more

CEA Proposal
0 to 20" (0 to < 20.5)
21 – 23" (≥ 20.5 to < 23.5)
24 – 29" (≥ 23.5 to < 29.5)
30 – 34" (≥ 29.5 to < 34.5)
35 – 39" (≥ 34.5 to < 39.5)
40 – 44" (≥ 39.5 to < 44.5)
45 – 49" (≥ 44.5 to < 49.5)
50 – 54" (≥ 49.5 to < 54.5)
55 to 59" (≥ 54.5 to < 59.5)
60 to 64" (≥ 59.5 to < 64.5)
65 to 69" (≥ 64.5 to < 69.5)
70" or more (≥ 69.5 or more)

Benefits of CEA Proposal:

- Based on industry collection of sales data
- More accurately compares TVs to similar models
- Actual sales tend to “cluster” around certain sizes (e.g. 19”, 22”, 26”, 32”, 37”, 40”, 42”, 46”, 55”, 65”)
- Sales volume is more evenly spread across a more refined product size grouping