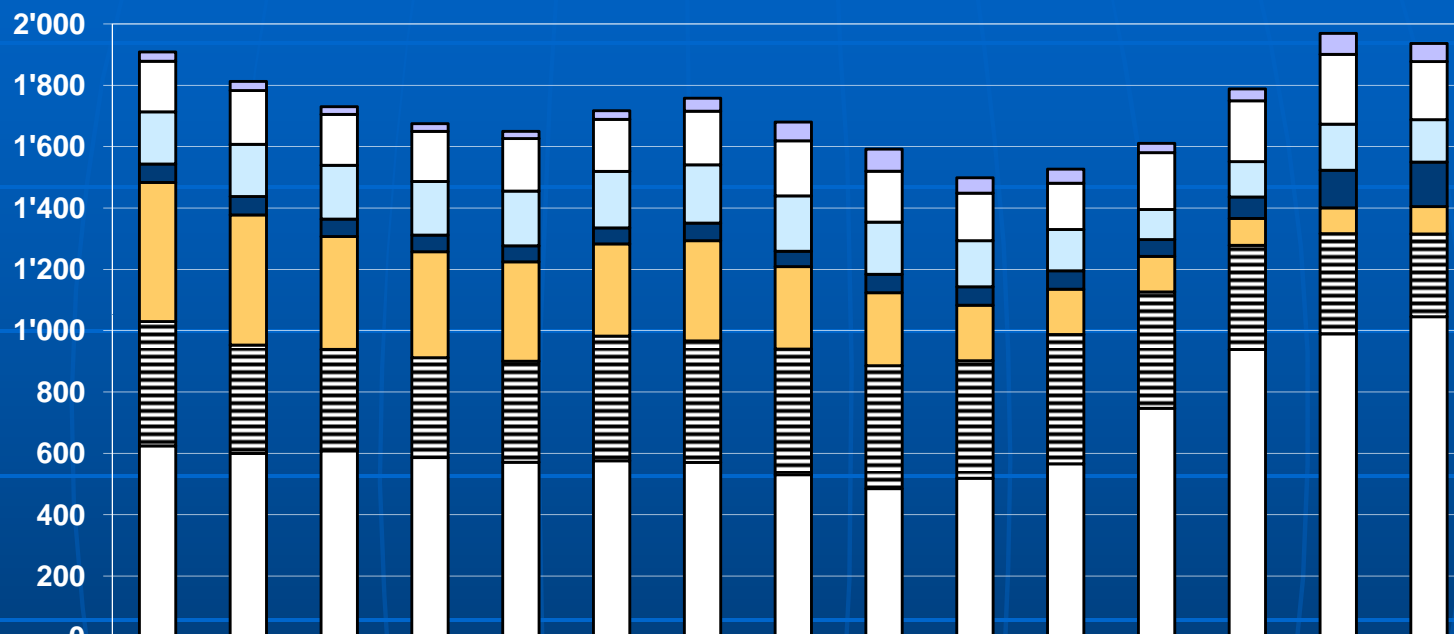


Gesamtmarktvolumen Consumer Electronics Markt

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Mio Fr.	1'675.19	1'649.81	1'717.38	1'758.05	1'680.17	1'592.31	1'498.96	1'526.79	1'610.88	1'788.47	1'969.38	1'936.31

Anteile der einzelnen Sektoren

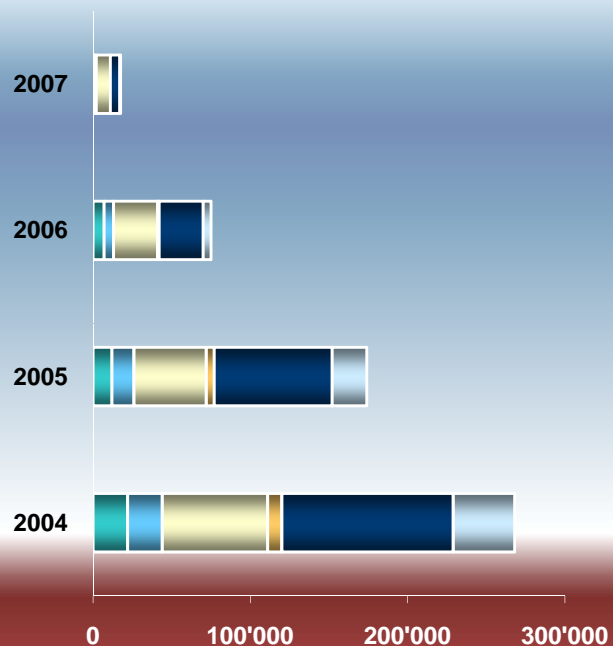


	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
■ Satelliten-Receiver/Settop	30.00	30.00	25.00	25.00	23.20	28.42	42.05	61.00	72.37	50.51	46.00	30.47	38.66	68.3	58.55
■ Portables	164.94	175.30	165.98	163.47	171.14	169.27	175.25	179.39	165.99	154.92	150.55	185.1	198.53	227.63	189.38
■ Car Electronic	170.00	170.00	175.00	175.00	178.70	184.30	190.00	180.70	169.80	150.40	135.00	98.00	115.00	150	138.6
■ Zubehör	60.00	60.00	57.00	54.00	52.00	52.00	57.00	50.00	60.00	60.00	60.00	55.00	70.00	123	145
■ HiFi inkl. Media	453.83	424.51	368.13	345.66	324.01	300.65	327.01	268.62	238.20	181.10	147.68	115.71	87.845	83.816	89.38
■ Video inkl. Media	405.45	353.25	330.78	325.43	329.54	406.80	396.13	410	400.70	383.15	421.65	379.31	339.91	326.7	269.81
■ CTV (Röhren+Flat)	624.51	600.06	608.34	586.63	571.23	575.95	570.61	530.69	485.25	518.88	565.91	747.29	938.53	989.94	1045.6

- Satelliten-Receiver/Settop
- Portables
- Car Electronic
- Zubehör
- HiFi inkl. Media
- Video inkl. Media
- CTV (Röhren+Flat)

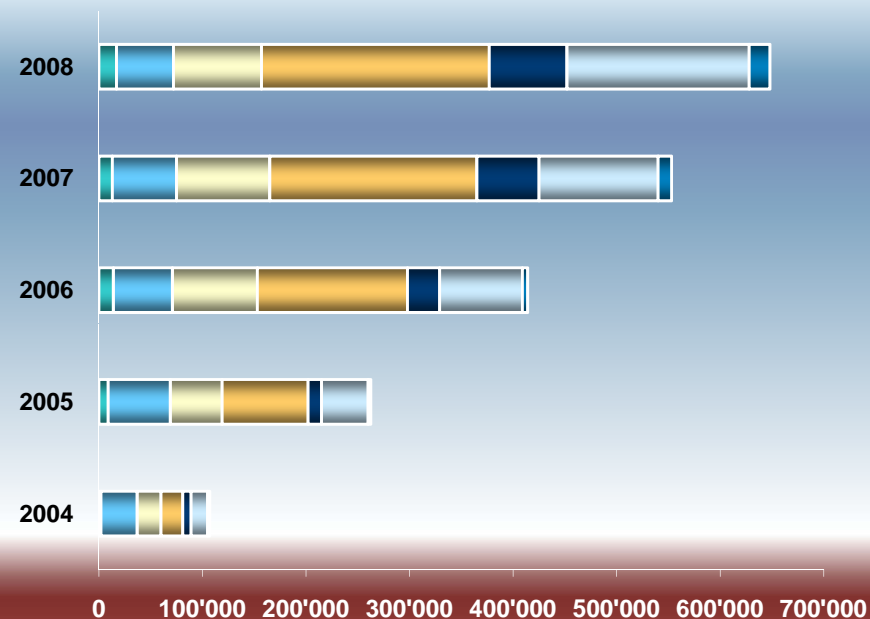
Entwicklung Röhren TV / Flat TV (Stückzahlen)

Röhren



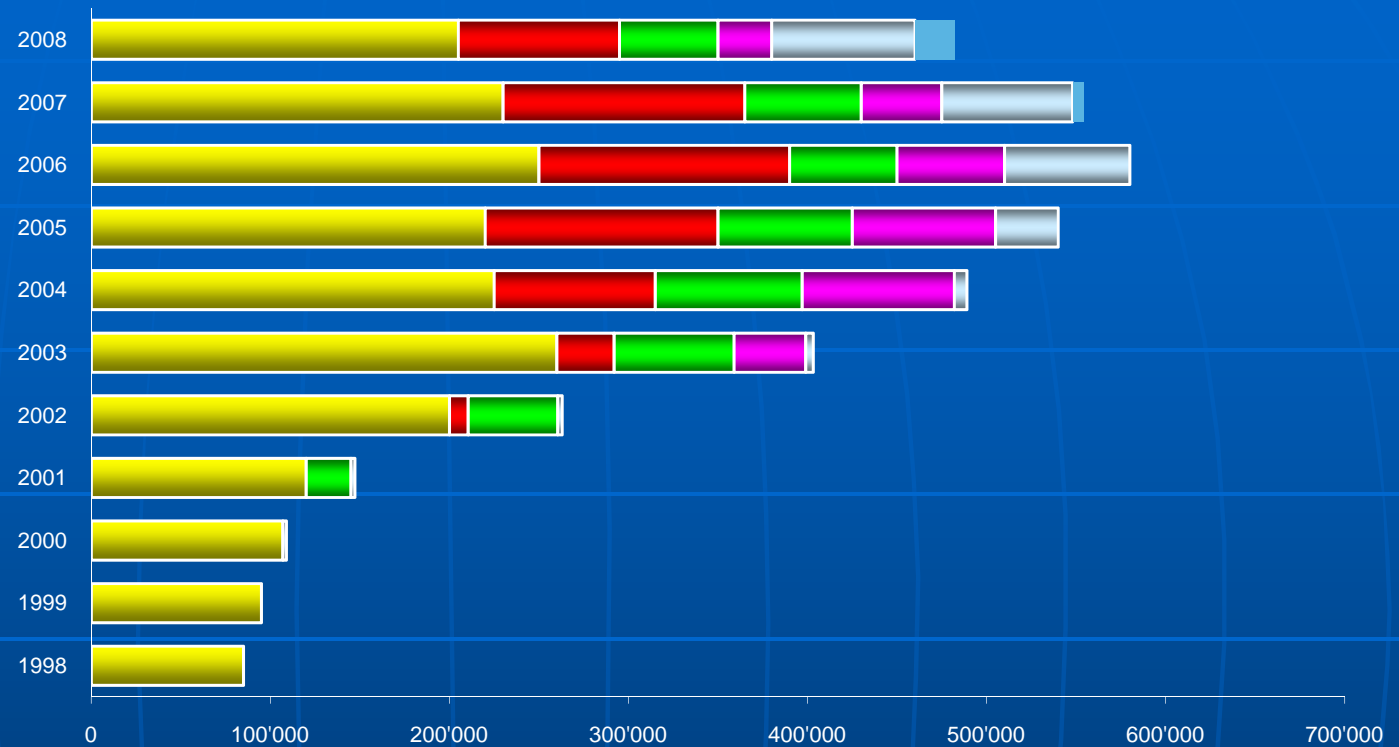
	2004	2005	2006	2007
34 - 37 cm (14")	22'000	12'000	7'000	1'000
38 - 51 cm (15"-20")	22'000	14'000	6'000	1'000
52 - 56 cm (21")	67'000	46'000	28'000	9'000
57 - 63 cm (22"-25")	9'000	5'000	1'000	
64 - 72 cm (26"-29")	109'000	75'000	28'000	6'000
73 - 96 cm (30"-38")	39'000	22'000	5'000	500

Flat



	2004	2005	2006	2007	2008
bis und mit 15"	2'000	9'000	14'000	13'000	17'000
16" - 21"	35'000	60'000	57'000	62'000	55'000
22" - 29"	23'000	50'000	82'000	90'000	85'000
30" - 32"	21'000	83'000	145'000	200'000	220'000
33" - 39"	8'000	13'000	31'000	60'000	75'000
40" - 49"	16'000	45'000	80'000	115'000	176'000
> 50"	2'000	2'500	5'000	13'000	20'000

Entwicklung DVD-Markt: Stückzahlen/Jahre



	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
DVD-Player	85'000	95'000	107'000	120'000	200'000	260'000	225'000	220'000	250'000	230'000	205'000
DVD-Recorder					10'500	32'000	90'000	130'000	140'000	135'000	90'000
Home-cinema Komplettanlage(all-in-one)				25'000	50'000	67'000	82'000	75'000	60'000	65'000	55'000
DVD/VCR- Kombi						40'000	85'000	80'000	60'000	45'000	30'000
DVD-Player (portabel)			2'000	2'200	2'500	4'200	7'000	35'000	70'000	73'000	80'000
Blu-Ray Player										6'000	22'000

