

CEA Market Research

Domestic Factory Sales of DIGITAL STILL CAMERAS*

*Non tethered digital still cameras only

CODE:

MONTH:

- Report only U. S. (domestic) factory sales. This may be to a retail distributor or dealer, and may include U. S. produced items as well as imports. Exports are excluded.
- Domestic factory sales are those factory sales occurring in all 50 states, but exclude sales to Puerto Rico and other U. S. territories.
- Reported unit and dollar sales should represent the factory invoiced totals less all the returns collected (or discounts rendered) during the same reporting period. Returns should be subtracted at their original invoice price.
- Report all private brand and company brand sales to non-report participants, exclude all such sales to other report participants (please use participant pages which are attached to the back of each report to verify other participants). Exclude all internal company transfers.

Line	Description	Factory Sales Units	Factory Sales Dollars
1	TOTAL DIGITAL STILL CAMERAS		
<i>Removable Storage Technology - Cameras that have removable Storage/Internal Memory (Lines 2 & 7 must equal line 1)</i>			
2	# of digital cameras in line 1 with Solid State Flash Standards		
3	# in line 2 with Compact Flash		
4	# in line 2 with Memory Stick		
5	# in line 2 with Secure Data (SD)/MMC		
6	# in line 2 with Other		
7	# of digital cameras with OTHER standards		
<i>Capacity of supplied storage media (Lines 8 through 11 must = line 1)</i>			
8	# in line 1 with under 16 MB		
9	# in line 1 with 16 MB to 31.9 MB		
10	# in line 1 with 32 MB to 63.9 MB		
11	# in line 1 with greater than or equal to 64.0 MB		

34 # in line 1 that are disposable digital cameras

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Total Digital Cameras shipped to: (Lines 35-42 must = line 1)

35 Computer Stores

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36 Mail Order / Internet

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37 Electronics/Appliance

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38 Office Super Store

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39 Photo Specialty

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40 Distributors

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41 Mass Merchant

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42 Other

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Suggested Retail Prices For All Digital Cameras (Lines 43 through 54 must = line 1)

43 Under \$99

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44 \$100 - \$149

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45 \$150 - \$199

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46 \$200 - \$299

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47 \$300 - \$399

--	--

48 \$400 - \$499

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49 \$500 - \$599

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50 \$600 - \$699

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51 \$700 - \$799

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52 \$800 - \$899

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53 \$900 - \$999

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54 over \$1,000

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MS-189-M

** If the digital camera has both USB and another output transfer method, place only ONCE on the USB line 28.
Exclude from the Line 29 Other.