

# iPod dominance

Apple is expected to unveil new *iPods* in an effort to maintain its market lead, as the computer giant is increasingly under fire from content suppliers over *iTunes* pricing

Share of U.S. retail sales of MP3 players

Feb 2007

SanDisk

9.0%

Creative

3.3%

Microsoft

2.3%

Samsung: 2.2%

Apple  
73.7%

Others: 9.5%

**Total iPods sold:** Over 100 million

*Sales of iPods currently account for almost a third of total Apple sales*

Source: NPD Group

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