

## **List of abbreviations**

<b>AGB</b>	Audits of Great Britain (a market information service of AGB Research plc)
<b>AMDEA</b>	The Association of Manufacturers of Domestic Electrical Appliances
<b>BREMA</b>	The British Radio & Electronic Equipment Manufacturers' Association
<b>BSO</b>	Business Statistics Office
<b>CD</b>	Compact disc (as, for example, in CD player)
<b>CIH</b>	Combined Independents (Holdings) Ltd
<b>CSO</b>	Central Statistical Office
<b>CTV</b>	Colour television
<b>DSG</b>	Dixons Stores Group
<b>EPOS</b>	Electronic point of sale (a system for recording retailers' credit card sales)
<b>FST</b>	Flatter squarer tube (for television sets)
<b>GfK</b>	GfK Market Research Ltd (a subsidiary of GfK-Nürnberg Gesellschaft für Konsum, Markt und Absatzforschung EV)
<b>HDTV</b>	High definition television
<b>MEAL</b>	Media Expenditure Analysis Ltd
<b>MRP</b>	Manufacturers recommended retail price
<b>NICAM</b>	The near-instantaneously companded audio multiplex system (called NICAM 728 because the digital data stream contains 728 kbits/sec) for digital stereo sound television broadcasts adopted in the United Kingdom, and also by the European Broadcasting Union
<b>RETRA</b>	Radio, Electrical and Television Retailers' Association
<b>TIGER</b>	The independent group of electrical retailers also referred to as CIH (see above)
<b>VCR</b>	Video cassette recorder