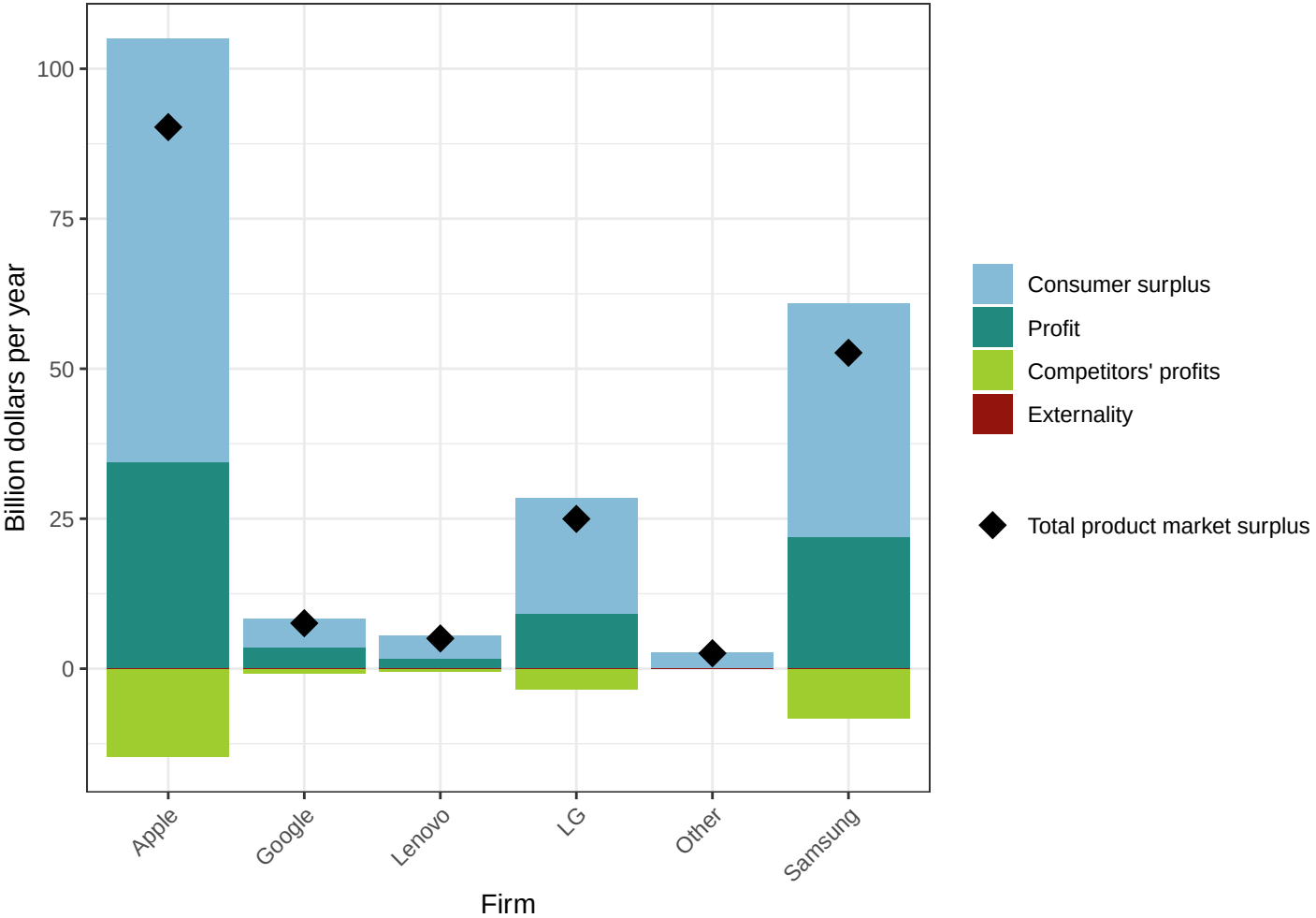
Billion dollars per year
100
75
50
25
0
Apple
Google
Lenovo
LG
Other
Samsung
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus