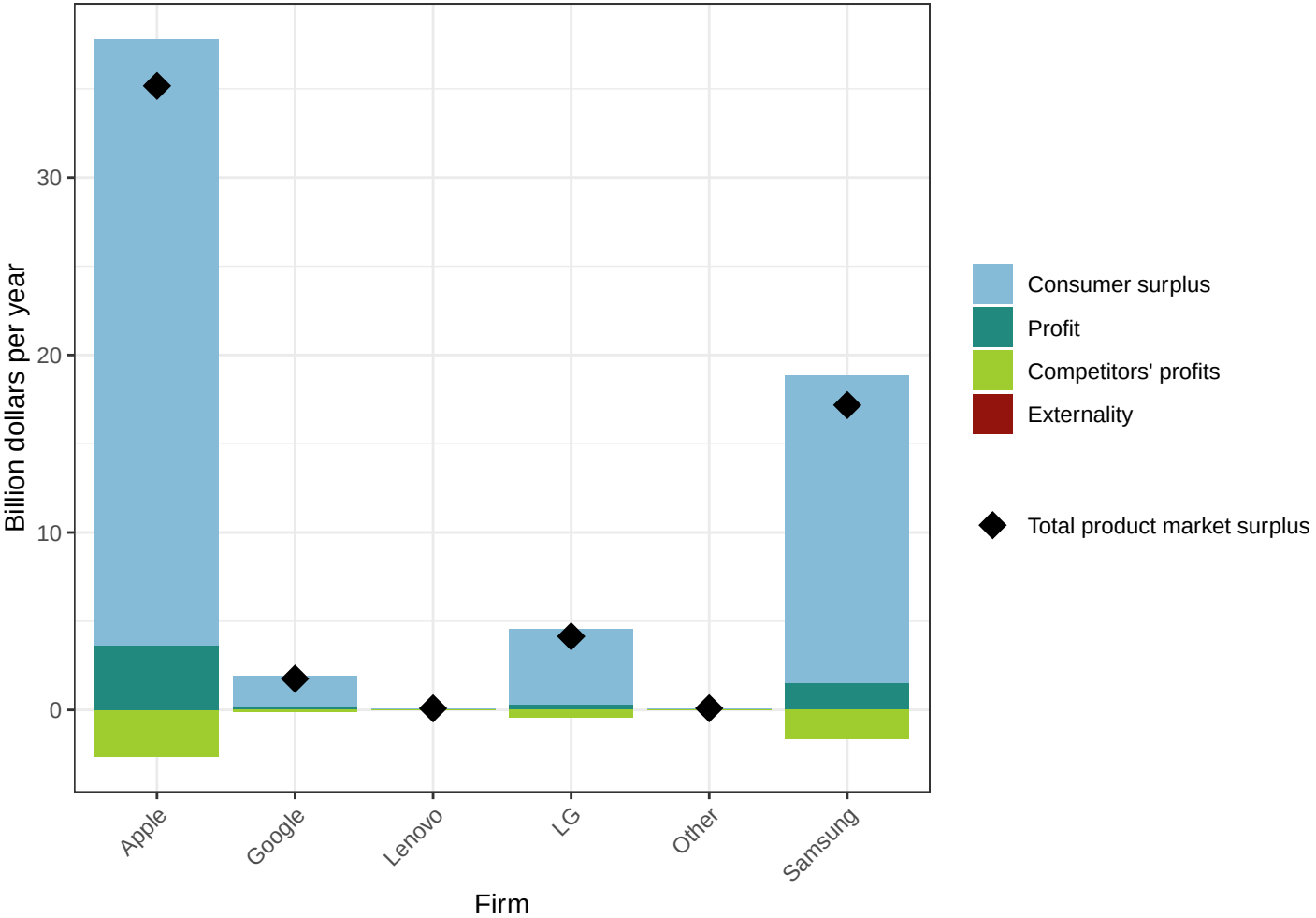
Billion dollars per year
30
20
10
0
Apple
Google
Lenovo
LG
Other
Samsung
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus