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The report also showed that the pioneer of Netbook pioneering, Asus lost its retail market share to other manufacturers such as Acer, HP, Dell, Lenovo and Toshiba. The low cost has helped netbooks gain a bigger market share than laptops in Latin America and China. Other regions, first, many users have chosen laptops, but then turned to using lower-cost and suitable netbooks that carry around when traveling a lot.

Table 2: Q2'09 Notebook and Mini-Note Shipment Share and Y/Y Growth by Region

Region	Mini-Note PC	Notebook PC	Portable PC	Y/Y Growth
Latin America	6.7%	4.8%	5.2%	64.8%
Greater China	18.6%	13.8%	14.9%	59.7%
Asia Pacific	9.2%	11.5%	11.0%	53.2%
Japan	6.0%	6.1%	6.1%	20.9%
EMEA	32.9%	33.5%	33.4%	14.8%
North America	26.6%	30.2%	29.4%	6.9%
Worldwide	100%	100%	100%	23.0%

Source: DisplaySearch Q3'09 Quarterly Notebook PC Shipment and Forecast Report

Netbook and laptop market share shipped and year-on-year growth in some regions of the world.

Moreover, netbook manufacturers also have to thank telecom service providers. They subsidized netbooks and helped distribute to consumers. In countries in Western Europe, Telecom companies subsidize 100% netbook when customers register to use the services of these firms for a period of 2 years. Cable providers are also involved in this activity. They also have a netbook discount campaign for consumers when they sign up for cable, internet and telecommunications services.

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