



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

07 April 2008

## Contents in this issue

- With end of format war Blu-ray Disc sets new records in format intro speed
- Two Blu-ray Disc titles enter Amazon's top 10 selling DVD chart
- Dell introduces sub-\$1000 Blu-ray Disc laptop in US
- BluFocus introduces BD workflow management and issue tracking tool
- Blu-ray Disc wins Green Entertainment award

## With end of format war Blu-ray Disc sets new records in format intro speed

Tradition dictates that new formats normally take three or four years to establish themselves as mainstream home entertainment platforms. However, news from the US suggests that Blu-ray might be bucking that trend now that format war uncertainties amongst consumers have been resolved.

In the US, Home Media Magazine is reporting that sales of Blu-ray titles have gone from accounting for 2%-3% of sales during last year's Christmas season run-up to as high as 12.6% in the case of *Hitman*. The Oscar-winning *No Country for Old Men* saw 9.8% of its total sales come from Blu-ray Disc its first five days in stores, according to an analysis of Nielsen VideoScan First Alert numbers by HMM.

Industry analysts point to the end of the High Definition format war as the root of the increase in consumer confidence.

"Before, there was a tendency to play it safe and stick with the standard DVD," said Tom Adams, of Adams Media Research, to *Home Media Magazine*. "But now there's no longer anything to worry about."

Also key in the recent growth of Blu-ray Disc is the simultaneous rise of the PLAYSTATION 3 – the market's best-selling High Definition movie player. Unit sales for the first two months of 2008 show Sony's PS3 outpacing the Xbox360.

*"Before, there was a tendency to play it safe and stick with the standard DVD. But now there's no longer anything to worry about."*

*Tom Adams  
Adams Media Research*

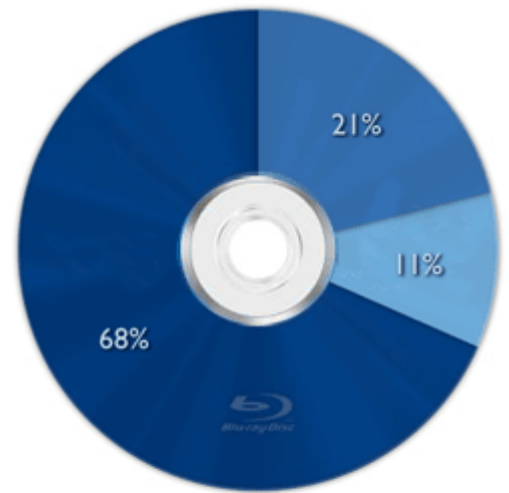


“The promotion to PLAYSTATION 3 homes hasn’t really kicked in yet,” added Adams. “And assuming that works, when you’re talking 5 million homes, getting them to buy just one more movie a year can make a significant difference in a small market like this.”

*“HD-DVD’s withdrawal leaves the way open for Blu-ray to become a major revenue earner for technology vendors and content owners alike.”*

*David Mercer  
Principal Analyst  
Strategy Analytics.*

At the same time, a new report by Strategy Analytics details just how much ground the winning Blu-ray Disc format stands to gain. Published on 26 March, the report forecasts that Blu-ray players will have found their way into some 30 million homes worldwide by the end of the year. That number could quadruple by 2012. More interesting yet, it predicts that sales of Sony’s PLAYSTATION 3 will be the main driver of this growth through at least 2009.



2008 Blu-ray Sales  
Source: Strategy Analytics

This year, analysts expect global Blu-ray sales of just under 19 million units. Of those, 2 million will be PCs, 4 million stand-alone players, and 13 million gaming consoles. “HD-DVD’s withdrawal leaves the way open for Blu-ray to become a major revenue earner for technology vendors and content owners alike,” wrote Strategy Analytic’s principal analyst David Mercer in a release.

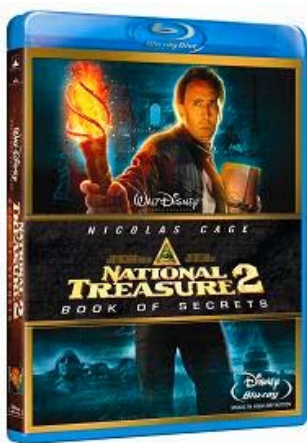
## Two Blu-ray Disc titles enter Amazon’s top 10 selling DVD chart

Further signs of Blu-ray Disc’s rapidly growing popularity come from global internet retailer, Amazon. Two Blu-ray titles ranked in the top 10 best-selling DVD titles at Amazon.com last week.

Warner Bros.’ *I am Legend*’ was ranked as the No. 4 top-selling DVD on 31 March, while Disney’s National Treasure / National Treasure 2 Double Pack ranked in the No. 10 position.

*I Am Legend* is the No. 1 seller in the Blu-ray disc division at Amazon where it has held the position for the month of March. National Treasure / National Treasure 2 Double Pack is an Amazon exclusive release. The National Treasure titles are being sold by Amazon on a pre-release basis: they are scheduled to ship in the US on 20 May.

Select retailers continue to offer ongoing promotions to promote Blu-ray adoption. Amazon this month began offering up to 47% off hot Blu-ray disc titles in the latest promotion for the High Definition format. The retailer has discounted more than 100 Blu-ray titles, including *I Am Legend*, *Planet Earth: The Complete BBC Series*, *Twister* and *Goodfellas*.



## Dell introduces sub-\$1000 Blu-ray Disc laptop in US

Recently, some pundits have predicted price increases in the Blu-ray consumer electronics market. Current evidence illustrates these predictions to be inaccurate.

In the US, Dell has announced that they have added a Blu-ray drive (with reading capability for Blu-ray Discs, and read/write capability for DVDs and CDs) to their award-winning Inspiron line of laptops. More impressive, the Inspiron 1525 with Blu-ray drive will only set consumers back a mere \$879. The computer features a 15.4" 720p screen and HDMI output.



Blu-ray disc decoding will be accomplished via a dedicated Broadcom decoder located in the laptops mini-card slot. And for those consumers who want to watch Blu-ray movies on-the-go, Dell has available a slim travel power adapter and IR remote control for quick access to Blu-ray menus.

These laptops are available today directly from their website, and come in a variety of colors and configurations to match any Blu-ray fan's needs.



## BluFocus introduces BD workflow management and issue tracking tool

BluFocus, a Blu-ray solutions and advisory services company, has introduced the Online Reporting System (ORS), a groundbreaking database-driven system that allows studios, authoring facilities, player manufacturers, quality assurance testers and others to enter, track and share production issues online in real time. Already in use by BluFocus and its clients, ORS will now be available to others in the Blu-ray Disc industry for the first time.

"Because of Blu-ray's enhanced interactive capabilities, the error-reporting methodologies currently in use for testing standard DVDs are not

effective or efficient," said Paulette E. Pantoja, founder and CEO of BluFocus. "ORS employs an approach more typical of the software industry, where large, complex programs require accurate, detailed and consistent issue reporting systems. The



*“Because of Blu-ray’s enhanced interactive capabilities, the error-reporting methodologies currently in use for testing standard DVDs are not effective or efficient.”*

Paulette E. Pantoja  
CEO  
BluFocus.

instantaneous data sharing provided by ORS allows problems to be resolved more quickly, which is essential in the deadline-driven environment of home entertainment disc authoring and manufacturing.”

The first in a suite of quality assurance tools from BluFocus, ORS is the only system specifically designed to assist in the testing and development of Blu-ray Discs. With the participation of studio home entertainment groups, authoring facilities, player manufacturers and tools developers, ORS will help ensure streamlined communication and processes in the development of Blu-ray Discs.

Over time, ORS will develop into an industry-wide knowledge repository, combining production reporting data with consumer data to improve the overall development of software, tools and QA processes for the Blu-ray industry. “As use of the database increases, we can begin to identify trends and anticipate concerns before they develop,” said Pantoja

---

## Blu-ray Disc wins Green Entertainment award

DEG: The Digital Entertainment Group has announced the winners of the inaugural Green Entertainment Awards. Blu-ray Disc has been recognized as providing *Best Green Packaging*. The awards were part of the first-ever Green Media Summit held last week in Los Angeles. The event, attended by some 200 executives, was designed to inform the studio and entertainment communities about the latest developments and opportunities for the environmental delivery of digital entertainment media.

The seven winners of the 2008 Green Entertainment Award winners were recognized for their eco-friendly content, packaging, manufacturing and/or distribution. The awards mark the first time physical media has been recognized for their eco-friendly practices which will help to better climate change.

“We are delighted that the home entertainment community is embracing eco-friendly solutions that will help lessen the effects on climate change,” said Amy Jo Smith, Executive Director, DEG. “We give particular recognition to Disney’s Larry Wilk who is a crusader for embracing environmental friendly practices in the industry.”



---

We are here  
to help

The Blu-ray Disc Association supports the production of this electronic newsletter. For more information on the association visit the website – [www.blu-raydisc.com](http://www.blu-raydisc.com)  
To find out more about any of the topics reported here please email [info@blu-ray-news.net](mailto:info@blu-ray-news.net)

Images included within this newsletter have been minimised for ease of emailing. If you require hi-res versions for reproduction within magazines please contact [info@blu-ray-news.net](mailto:info@blu-ray-news.net)

To receive copies of Blu-ray Disc News free of charge, please email [info@blu-ray-news.net](mailto:info@blu-ray-news.net) stating your wish to subscribe. Likewise, if your colleagues want to receive the newsletter all we need is their email address.

---