



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

27 April 2007

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## Blu-ray Disc tops 1 million and outsells HD DVD by 3:1 in March

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Blu-ray Disc has become the first High Definition format to sell more than one million discs, a milestone it has achieved in less than a year. Of the High Definition discs consumers bought in the first quarter of this year, 70% were Blu-ray Discs and just 30% were HD DVDs, according to sales figures provided by US-based, Home Media Magazine's market research department.

Blu-ray Disc took the lead in February, and its percentage of total sales accelerated to the point that, in March, the format accounted for nearly three out of every four high-def discs sold.

What's more, when given the choice, consumers are going with Blu-ray Disc. Warner Home Video released *The Departed* the same day, February 13, on both formats. Between then and March 31, consumers bought 53,640 copies of the film on Blu-ray Disc and 31,590 units on HD DVD, according to Home Media Magazine's market research, based on studio estimates and Nielsen VideoScan point-of-sale data.

Research also shows that eight of the 10 top-selling High Definition titles in the first quarter of this year were on Blu-ray Disc. At the top of the list is Sony Pictures Home Entertainment's *Casino Royale*, which, in the first three months ended March 31, sold through to consumers an estimated 59,680 units. The Blu-ray Disc edition of *The Departed* finished second, while the HD DVD version of the film placed third.

Between January 1 and March 31, consumers bought nearly 1.2 million High Definition discs, 832,530 Blu-ray Disc units and 359,300 HD DVDs, according to Home Media Magazine market research. Since inception (HD DVD launched in mid-April 2006, while Blu-ray Disc got rolling two months later, in late June), more than 2.14 million High Definition discs have been purchased by consumers — 1.2 million Blu-ray Discs and about 937,500 HD DVDs.

In March, consumers bought 335,980 Blu-ray Discs and 119,570 HD DVDs.

*"All this data points to the irrefutable facts that the consumers are voting with their dollars and adopting the revolutionary technology of the Blu-ray Disc."*

*Bob Chapek  
President  
Buena Vista Home  
Entertainment*

"All this data points to the irrefutable facts that the consumers are voting with their dollars and adopting the revolutionary technology of the Blu-ray Disc," said Bob Chapek, president of Buena Vista Home Entertainment. "With such beloved titles as *Pirates of the Caribbean* on the horizon, these numbers will only do one thing: grow."



**Bob Chapek**



**David Bishop**

"Breaking the 1 million-unit mark is a significant milestone for Blu-ray because it represents rapidly growing consumer acceptance for this revolutionary platform," added David Bishop, president of Sony Pictures Home Entertainment. "I am confident that the numbers will increase, and more critical benchmarks will be reached to ensure Blu-ray's position as the leading High Definition format."

"Practically, Blu-ray launched this past November, and in just over one business quarter has rocketed to a significant lead," noted Mike Dunn, president of 20th Century Fox Home Entertainment. "Consumers are clearly choosing Blu-ray as their high-def format of choice, and telling us so at retail cash registers."



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Observers aren't surprised by the disparity, noting that Blu-ray Disc enjoys the support of five of the six major studios, while HD DVD is supported by only three of the six. Three studios — Buena Vista Home Entertainment, 20th Century Fox Home Entertainment and Sony Pictures Home Entertainment — are exclusively in the Blu-ray Disc camp, as is mini-major Lionsgate, while Paramount Home Entertainment and Warner Home Video support both formats. Universal Studios Home Entertainment is the only major studio to release titles only in the HD DVD format, which backers claim is easier and cheaper to produce.

All three HD DVD studios wielded weak release slates in the first quarter of the year; behind *The Departed*, the next-biggest-selling HD DVD was *Batman Begins*, which had been released in October 2006. *Batman Begins* sold 16,980 HD DVDs in the first quarter of this year, but factoring in its initial sales, the title stands at 44,590 units, not far behind *Casino Royale*.

"Sales of Blu-ray Disc titles have taken off since the first of the year," said Andy Parsons, Chairman of the Blu-ray Disc Association's U.S. Promotion Committee and Senior Vice President New Product Development at Pioneer Electronics. "Blu-ray Discs have been outselling HD DVD by more than two to one since the beginning of the year and the gap is steadily widening. It's exactly what we've said all along would happen - the strong support for Blu-ray among movie studio and

equipment manufacturers means that consumers have more choices when it comes to players and titles. And they're choosing Blu-ray by an ever-increasing margin."

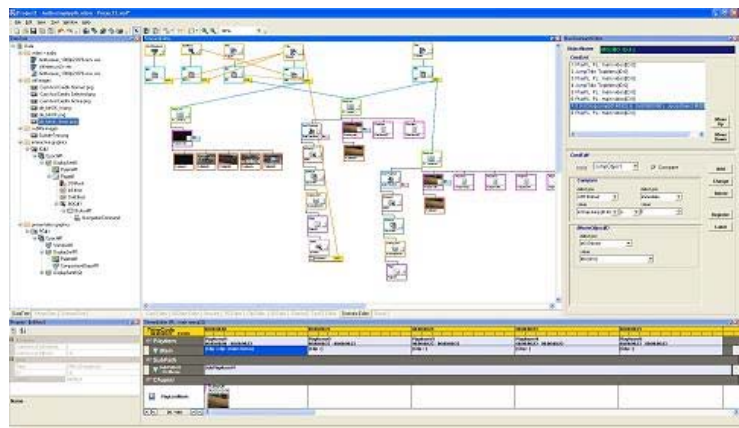
## Sonic Solution's Scenarist makes BD interactivity straightforward

Sonic Solutions has launched Scenarist BD Edition 4.3, an important upgrade to its revolutionary High Definition authoring system that makes the creation of Blu-ray Disc (BD) titles with advanced interactive content significantly more accessible and straightforward, so the company claims. Bringing speed and efficiency to all aspects of the BD title authoring workflow, Scenarist BD Edition includes new networked multiplexing capabilities, streamlined asset management capabilities, and the industry's best-of-breed still-image encoder for the highest-possible quality menus and HD slide shows.

Scenarist BD Edition is also the world's first application to allow professional authors to enable BD-Java functions used to create advanced interactive programming with drag-and-drop simplicity and produce BD-Objects and JAR files through a wizard-based workflow. The simplified workflow is integrated into a full-featured Java editor to provide the ideal balance between ease and control.

*"Our professional customers are rapidly moving into full production mode and capacity demands are increasing exponentially. Scenarist BD Edition 4.3 comes at exactly the right time to power the high-impact BD titles that Hollywood demands."*

*Rolf Hartley  
Senior vice president and general manager  
Sonic Solution's  
Professional Products  
Group*



"Creating the advanced interactive content that our major motion picture clients demand for BD can be extremely time consuming and expensive," said Duncan Wain, President of Scope Seven. "Scenarist BD Edition 4.3 streamlines our Blu-ray development process, improves our ability to deliver innovative productions, and significantly increases our output capacity."

Now featuring the world's first graphical user interface (GUI) for creating BD-Java, Scenarist BD Edition 4.3 allows professional authors to create compelling interactivity and menu navigation without knowing the rigors of BD-J programming. Combining an efficient drag-and-drop user model with the ability to gain access to the deepest levels of Java programming, Scenarist BD Edition 4.3 provides users with the simplicity they need for base-line capabilities as well as the fine-tune control required for developing first-of-kind advanced interactive titles.

Scenarist BD Edition 4.3 is also available as part of Scenarist High-Definition Workgroup which also includes Scenarist HD DVD Edition; CineVision, for high

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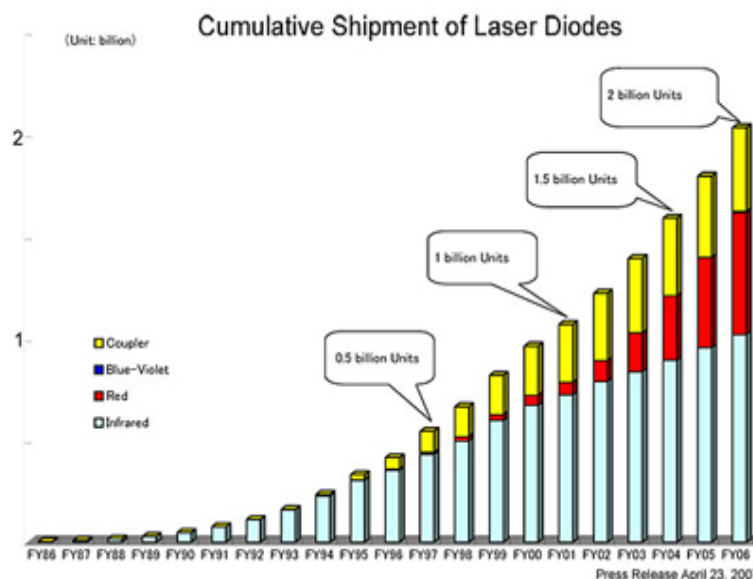
definition video compression; and Scenarist Designer, which provides a highly efficient menu creation facility for both HD DVD and Blu-ray Disc.

“Sonic’s continuing role at this important stage in the rollout of high-definition formats is to arm high-end authoring facilities with an enriched set of refined tools that enable them to create titles more efficiently for their customers, the Hollywood studios,” said Rolf Hartley, senior vice president and general manager of Sonic’s Professional Products Group. “Our professional customers are rapidly moving into full production mode and capacity demands are increasing exponentially. Scenarist BD Edition 4.3 comes at exactly the right time to power the high-impact BD titles that Hollywood demands.”

## Sony boosts blue-violet laser capacity to 1.7 million per month

Sony Corporation subsidiary Sony Shiroishi Semiconductor Inc. of Miyagi-Prefecture, Japan says that, since starting production in 1986, its cumulative shipments of laser diodes up to this March reached 2 billion units (including infrared lasers for CD players, red lasers for DVD players and blue-violet lasers for Blu-ray Disc players).

In particular, following a rapid increase in blue-violet laser demand for use in devices such as Blu-ray Disc players and game consoles, Sony Shiroishi has established what it claims is an industry-leading monthly production capacity of 1.7 million blue-violet laser diodes (for external customers as well as for use in Sony products).



Furthermore, on the basis of future demand, Sony Shiroishi says it has already made preparations to increase capacity further by installing front-end wafer processing equipment capable of monthly production of 5 million blue-violet laser diodes (Blu-ray Disc playback-only equivalent). The firm says it will also strengthen its post-processing assembly capacity depending on future demand.

In addition, Sony Shiroishi is to offer an expand line-up of blue-violet laser diode products, targeting Blu-ray Disc applications. This month it started shipping lasers with an output power of 170mW for recording, to be joined in June by a 20mW laser for players, and in November by a higher-power 240mW laser for recorders.

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to help

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