



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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Blu-ray Disc increasingly dominant in North America

Market intelligence for the North American market clearly indicates that BD is consolidating its position as the High Definition format of choice.

In the US, based on year to date sales data, 21 of the top selling 25 High Definition discs were released on Blu-ray Disc.

In the last issue, *Blu-ray Disc News* reported the early gains that the Blu-ray Disc (BD) format has made in Europe since the launch of PLAYSTATION 3 in the region on 23 March.

Now, comparable market intelligence for the North American market during the first four months of 2007 clearly indicates that BD is consolidating its position as the High Definition format of choice. With the Blu-ray Disc format being dominant in Japan, this means that in every geographic region it has established itself as the most popular High Definition home entertainment platform.

Market information released by the Blu-ray Disc Association indicates that despite HD DVD being introduced six months earlier, BD gained a position as the dominant format in terms of software sales in mid October last year and on a week-by-week basis it has consistently outsold its rival since then.

According to Home Media Magazine's research group, High Definition sales in 2007 have been heavily slanted towards Blu-ray Disc, with more than one million Blu-ray Discs having been sold between January 1, 2007 and April 29, 2007. In 2007, Blu-ray Disc has garnered a market share of 68%, with a sales ratio to HD DVD of just over 2 to 1.



Andy Parsons

In the US, based on year to date sales data, 21 of the top selling 25 High Definition discs were released on Blu-ray Disc. The support of the major Hollywood studio is telling with heavyweight box office hits attracting increasing numbers of consumers to invest in the format.

"This data is tremendously encouraging and it speaks for itself in terms of consumer acceptance," commented Andy Parsons, Chairman, Blu-ray Disc

Association US Promotions Committee. "A combination of rapidly growing choice of consumer players and IT equipment, together with the most sought-after content makes BD a very compelling proposition.

"The Blu-ray Disc format represents the most advanced optical High Definition technology available today, and is the result of many years of development by the most creative minds in over 170 member companies. It is gratifying to see all of that effort beginning to pay off in the marketplace," he continued.

Moser Baer India introduces 8X BD-R

Moser Baer India has announced the development of its next generation optical media format, the high-speed 8x Blu-ray Disc (BDR). The company, along with the recently acquired OM&T, former R&D subsidiary of Philips, has developed what it claims is the world's first 8X BDR.

According to Ratul Puri, Executive Director of Moser Baer, this is a major achievement, and gives a significant advantage in the fast growing next generation optical format market.

With the latest innovation, consumers can record a two-hour transmission equivalent of High Definition quality data in less than 15 minutes. The Blu-ray Disc format currently offers disc capacities of 25 GB and 50 GB, and offers more than 10 times the data storage capacity of standard DVD media.



Moser Baer

The new high speed Blu-ray disc format was presented at the recently concluded 4th Blu-ray Disc Association (BDA) meeting in Fukuoka in Japan.

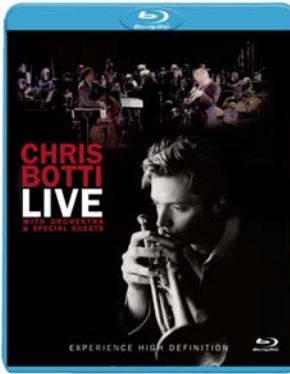
While the BDR market is generally witnessing developments in the 1x-4x recording speed discs, Moser Baer, with its innovative technology, has demonstrated new benchmarks in the 1x-8x speed disc category.

According to Moser Baer, the 8X BDR discs are compatible with Version 1.2 book specifications, and can be recorded on at low speed.

The company believes these next generation formats offer an ideal solution for critical business backup applications, such as medical imaging and photography, as well as HD video recording.

SonyBMG releases Botti on Blu-ray Disc

A decisive advantage Blu-ray Disc enjoys over rival formats is the broad range of content creators that are making their titles available as BD discs. In the music industry, few companies can rival the repertoire and artists found at Sony BMG, so news of their first Blu-ray Disc releases is important and adds further to the growing trend in favour of all things Blu.



SonyBMG, always at the forefront in their use of the latest available technologies, are excited to announce yet another music title incorporating the stunning new Blu-Ray Disc technology. According to sources at the record company, they regard Blu-ray Disc as the future of visual entertainment.

The new release, due out on 11 June, captures jazz and pop trumpeter – Chris Botti - playing two triumphant shows at the Wilshire Theatre (Los Angeles) in December 2005 in the highest definition possible.

Playing tracks from his breakthrough albums “*When I Fall in Love*” and “*To Love Again*”, Botti is backed by his virtuoso band and a full orchestra. He is joined on stage by some of the world’s most accomplished singers and musicians including *Sting*, *Burt Bacharach*, *Paula Cole* and *Gladys Knight*.

Special features include the *never-before-seen* bonus track “*Message in a Bottle*” with Sting fronting Chris’s band for a stunning version of the Police classic. Also included is the exclusive featurette ‘*The Making Of*’, an in depth *artist interview* and a band profile entitled ‘*The Musicians*’.

SONY  **BMG**
MUSIC ENTERTAINMENT

Creative
community
offered
interactive
challenge

Ensequence, the interactive video company, has announced that it has partnered with Twentieth Century Fox Home Entertainment, Panasonic and Sun Microsystems to offer the Java community an opportunity to use the Ensequence on-Q Create suite to develop interactivity for Blu-ray Disc titles.

The 60-day contest began at the JavaOne conference in San Francisco. Ensequence is offering Java developers trial licenses of the on-Q Create suite for the duration of the contest. The contest is open to contestants worldwide. Prizes include a Panasonic plasma TV, a Panasonic Blu-ray Disc player and Twentieth Century Fox Blu-ray Disc releases.

"Blu-ray Disc holds huge promise for revolutionizing the way viewers watch High Definition movies and television content at home," said Dalen Harrison, Ensequence CEO. "The BD-J specification includes a powerful GEM-based Java platform which opens up new and innovative ways for producers to enhance content. Ensequence is providing a powerful and intuitive platform to get creatives and Java developers worldwide excited about utilizing the capabilities of the Blu-ray platform."

"Blu-ray Discs provide a significant opportunity to take interactivity with movie lovers - and for movie lovers - to a whole new level and provide them with a more robust in-home entertainment experience," said Steve Feldstein, Senior Vice President, Corporate and Marketing Communications, Twentieth Century Fox Home Entertainment. "To this end, we're teaming with our partners on this contest to

ensequence



"Blu-ray Disc holds huge promise for revolutionizing the way viewers watch High Definition movies and television content at home,"

*Dalen Harrison
CEO
Ensequence*

give the creative Java community access to the Ensequence product to help further realize the Blu-ray platform and develop the next great wave of disc producers."

"Support for a full range of authoring tools is a key reason the Java platform has been broadly adopted by the broadcast and cable television communities through standards like BD-J and OCAP," said Bill Sheppard, Chief Digital Media Officer, Client Software Group, Sun Microsystems. "Sun is very pleased to see tools such as Ensequence's on-Q Create suite which harness the power and flexibility of the Java platform for creative developers who aren't necessarily Java programmers."

The Blu-ray Disc contest runs from May 8 to July 7, 2007. For contest rules and how to enter, please visit <http://www.foxbd.com/javaonesweeps>.

DTS introduces HD Master Audio Suite Version 1.5

At the recent AES Convention in Vienna, Austria, DTS introduced the next generation of the DTS-HD Master Audio Suite (MAS), V. 1.5.

Key features of the DTS-HD MAS V.1.5 include support for Blu-ray Disc interactive Secondary Audio streams, Mac / Intel compatibility, and a stand-alone version of the DTS-HD StreamPlayer for pre-authoring quality control.

Introduced at the 121st AES convention last year, the DTS-HD MAS is a complete software solution designed for the preparation of audio streams for the next generation optical disc formats, Blu-ray Disc and HD DVD. It encodes bit streams in the following formats: DTS-HD Master Audio, DTS-HD High Resolution, DTS 96/24, DTS-ES 6.1, DTS Digital Surround and DTS Express. The DTS-HD MAS is also applicable to DVD-V and Surround Music CDs.

"The industry's response to the introduction of the DTS-HD Master Audio Suite last year, was very positive and attests to the superiority of our technology with regards to High Definition audio," said Brian Towne, Senior Vice President and General Manager, Consumer Division, at DTS. "We expect that the community will be even more supportive of the new features that the DTS-HD MAS V.1.5 offers."



We are here to help

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