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Blu-ray "crushing" HD DVD in Japan

Gets 90% of recent hardware sales

by Amy-Mae Elliott published on 21 January 2008

According to reports coming out of Japan, a "major study" of 2300 electronic stores across Japan has revealed some interesting home truths about the state of the next-gen format war.

The stats from Japan's Business Computer News showed that the amount of DVD recorders sold in the country that were next-gen rose from 6.1% in October to around 20% in November and December.

And of those next-gen devices, Blu-Ray apparently accounted for a "crushing" 90% of sales in the three-month period. The study only took into account standalone players meaning that any PS3 figures are extra to the 90%.

Three Sony models were the top-sellers with the company enjoying 60% of total sales in the sector. Panasonic took 27% while Sharp came third at nearly 10%.

Toshiba's HD DVD offerings got just 4% of the sales.

