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DreamWorks sticks with HD DVD

And confirms Toshiba's pay-off

by Amy-Mae Elliott published on 27 February 2008

DreamWorks Animation has surprised the industry by saying it will stick with the dead HD DVD format.

The CEO of the company said that despite Toshiba discontinuing production of HD DVD players, it was locked into an exclusive deal to produce movies with the high-def technology.

"We have a partnership with Toshiba and have an obligation to see this through", said DreamWorks chief exec Jeffrey Katzenberg.

Rather more interestingly, Katzenberg appeared to confirm that the company had been paid off to shun Blu-ray:

"As you know, we have been well-compensated for our support. It really is in their court at this point to really declare what the next step will be. We're poised either way to jump into the marketplace when the conditions are right to do so."

DreamWorks' sister studio Paramount, who was thought to be tied into the same deal, recently revealed that they would be releasing films on Blu-ray.

