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Blu-ray outstripping DVD's early performance

More than 10 million players in use by end of 2008

by Amy-Mae Elliott published on 16 June 2008

Recent research from Futuresource is said to show that Blu-ray Disc hardware is outstripping early DVD market performance and will continue to do so into the next decade.

The company says that it looked at how Blu-ray uptake compares with the uptake of DVD in the early years, and how BD player forecasts for the future look alongside DVD player adoption.

Jim Bottoms, MD corporate development, Futuresource, says: "Focusing on like-for-like coverage of Western Europe and comparing the first few years of uptake, the early indications are that BD player sales are running way ahead of DVD after the same time period".

"2008 represents year three for BD and here at Futuresource Consulting, we anticipate more than 10 million players, including PS3, in use by the end of this year. Looking back to DVD's early years, we see that closer to 1.5 million DVD players were installed by the end of year three."

As player prices start to fall, title availability grows and awareness increases, Futuresource says that BD players will become the disc-based product of choice.

