

<http://www.pocket-lint.com/news/18598/netflix-expecting-blu-ray-subscriber-boom>

Netflix predicts Blu-ray boom

But the majority of us are still sticking to standard DVDs

by Katie Scott published on 22 October 2008

DVD rental company Netflix is predicting that the falling price of Blu-ray players will drive up Blu-ray rentals.

The US-based company says that this quarter, around 500,000 of its 8.7 million subscribers will be Blu-ray subscribers in the current quarter.

But it is hoping that a new billing scheme - which added \$1 to the fee its members pay monthly - in order to pay for unlimited access to high-definition Blu-ray movies - will mean that the HD format will gain more fans.

The additional cost reflects the fact that Blu-ray discs are still significantly more expensive than standard format DVDs.

The \$1 additional fee will be added to bills from the beginning of November, but only for subscribers who had already been hiring Blu-ray movies.

