

Worldwide Blu-Ray and DVD Player/Recorder Market

SKU: IN1004547ME

Analyst: Michelle Abraham

Michelle.Abraham@reedbusiness.com

+1.480.483.4445

January 2010

Report Summary

Worldwide DVD and Blu-ray player and recorder unit shipments declined to 137 million units in 2008. In-Stat expects a modest increase in 2009, with a more healthy increase in 2010, spurred by high volume shipments of Blu-ray players. Standard Definition DVD players will decline at a slow but steady rate as consumers opt for Blu-ray for replacement or upgrades in the primary television room. DVD players will continue to ship in areas where HD programming is less accessible including Latin America, the Middle East, Africa, and parts of Asia, and for secondary television sets within a household.

In North America, significant price drops of Blu-ray players are driving unit shipments to triple in 2009. With Blu-ray players as low as \$99, the price differential between Blu-ray and DVD is shrinking. Blu-ray recorders with hard drives are taking off in Japan, cannibalizing the DVD recorder market, where DVD recorders with hard drives have been popular.

This report contains annual five-year shipment and revenue forecasts for both standard-definition and Blu-ray DVD players and recorders broken down by region. It also contains a complete five-year ASP forecast for Blu-ray DVD player bill-of-materials. DVD silicon suppliers are also profiled.

HIGHLIGHTS

- Worldwide DVD and Blu-ray player and recorder sales declined to 137 million units in 2008.
- In North America, Blu-ray prices are declining to a mass-market-accepted price point with units selling below cost.
- Japan continues to be the main market for both DVD and Blu-ray recorders.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

Table of Contents

Executive Summary.....	1	Optical Pickup Unit.....	28
Introduction.....	4	Video Compression.....	28
Standard-Definition DVD.....	4	Audio Compression.....	29
Blu-ray.....	4	Copyright Protection.....	29
Blu-ray Profiles.....	5	DVD Player Silicon.....	30
3D.....	5	Integration.....	31
Other Standards.....	6	DVD Recorder Silicon.....	32
What Consumers Are Saying.....	7	Integration.....	32
DVD Players by Region.....	16	Blue Laser Player Bill-of-Materials.....	33
ASP.....	17	DVD Silicon Providers.....	34
Revenues.....	17	Broadcom.....	34
DVD Recorders.....	19	ESS Technology.....	34
Forecast.....	19	Magnum Semiconductors.....	35
Unit Shipments.....	19	MediaTek.....	35
ASP.....	20	NEC.....	35
Revenues.....	20	Sigma Designs.....	36
High-Resolution Blue Laser Disc.....	21	Sunplus.....	36
Blu-ray Player Products.....	21	Zoran.....	36
PlayStation 3.....	22	Others.....	36
Blu-ray Disc Recordable.....	22	Methodology.....	37
Available Content for Blue Laser Disc Players.....	22	List of Tables.....	38
Player Forecast.....	23	List of Figures.....	39
Recorder Forecast.....	25	Related In-Stat Reports.....	40
DVD and Blu-ray Technologies.....	28		

List of Tables

Table 1.	Blu-ray Disc Player Profiles	5
Table 2.	Residential Technology Survey Demographics, US	15
Table 3.	Worldwide DVD Player Unit Shipments by Region, 2006–2013 (Units in Thousands).....	17
Table 4.	Worldwide DVD Player ASPs by Region, 2006–2013 (US\$).....	17
Table 5.	Worldwide DVD Player Revenues by Region, 2006–2013 (US\$ in Millions)	18
Table 6.	Worldwide DVD Recorder Unit Shipments by Region, 2006–2013 (Units in Thousands)	20
Table 7.	Worldwide DVD Recorder ASPs by Region, 2006–2013 (US\$).....	20
Table 8.	Worldwide DVD Recorder Revenues by Region, 2006–2013 (US\$ Millions).....	20
Table 9.	Worldwide Blue Laser Disc Player Unit Shipments by Region, 2006–2013 (Units in Thousands)	24
Table 10.	Worldwide Blue Laser Disc Players ASPs by Region, 2006–2013 (US\$).....	24
Table 11.	Worldwide Blue Laser Disc Player Revenues by Region, 2006–2013 (US\$ in Millions).....	25
Table 12.	Worldwide Blue Laser Disc Recorder Unit Shipments by Region, 2006–2013 (Units in Thousands).	27
Table 13.	Worldwide Blue Laser Disc Recorder ASPs by Region, 2006–2013 (US\$)	27
Table 14.	Worldwide Blue Laser Disc Recorder Revenues by Region, 2006–2013 (US\$ in Millions)	27
Table 15.	Blue Laser Disc Player Bill-of-Materials	33

[Return to Table of Contents](#)

List of Figures

Figure 1. Worldwide DVD Market, 2009–2013 (Units in Millions)..... 1

Figure 2. US Penetration of DVD and Blu-ray Players and Recorders..... 7

Figure 3. DVD Players per US Household 8

Figure 4. DVD Penetration by Income (US\$)..... 8

Figure 5. Penetration of Blu-ray Players by Income (US\$) 9

Figure 6. Familiarity With Blu-ray Technology 10

Figure 7. Interest in Purchasing a Blu-ray Player..... 11

Figure 8. Intent to Purchase a Blu-ray Player by US Consumers..... 12

Figure 9. Amount Willing to Pay for Blu-ray Player 13

Figure 10. Reasons for Not Purchasing a Blu-ray Player 14

Figure 11. Penetration of Digital TV Sets in US Households 15

Figure 12. Japan DVD and Blu-ray Players vs. DVD and Blu-ray Recorders Forecast, 2007–2013 26

Figure 13. Basic DVD Player Block Diagram 31

Figure 14. Integrated DVD Recorder Block Diagram 32

[Return to Table of Contents](#)

ORDER FORM



Report Title: _____

SKU: _____

Price: _____

Customer Name: _____

Business Title: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Email Address: _____

Phone: _____

Fax: _____

Cell: _____

Payment Method: Check Enclosed Check Number: _____

 Please Bill Me – PO Attached PO Number: _____

 Credit Card Type: _____

Card Number: _____

Exp Date: _____

Credit Card Information: Same As Above

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Signature: _____

Please print the order form and fax to: 303-265-2181

Additional Contacts | epotter@reedbusiness.com | chris.murray@reedbusiness.com | 480-483-4440