

For Immediate Release
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New Futuresource analysis: 24m Blu-ray players will be sold this year

Sales of Blu-ray players, excluding PS3, are expected to total nearly 24m units this year across the three key growth regions (USA, Europe and Japan), according to a new Blu-ray and DVD Hardware Performance report from Futuresource Consulting.

"Last year's crucial Q4 period accounted for nearly half of all BD players that were sold globally in 2009, and the upward trend is continuing, with our projections showing in excess of 80% unit growth across this year," says Jack Wetherill, Research Consultant at Futuresource. "This view is based on inputs from a wide range of companies operating in the global Blu-ray hardware business, including vendors, retailers and component suppliers, and forms part of our ongoing research in this area."

All eyes will again be on Q4, with Futuresource predicting sales in excess of 11 million units in that quarter alone, a healthy year-on-year growth that will continue to drive BD into the mass market.

"Sales of HD-capable and 3D-capable TVs, coupled with dramatic reductions in BD player prices are continuing to fuel interest," Wetherill continues. "Add to that the burgeoning 3D Blu-ray market segment, and we'll see the format continue to gather momentum in all major markets across the globe."

At least 10% of all Blu-ray devices shipped this year are expected to offer 3D playback, rising to more than 25% in 2011. By 2014, nearly 40% of homes across the three key regions - Western Europe, the USA and Japan - will own a 3D Blu-ray player, recorder or home theatre.

With a lucrative roadmap stretching out for at least the next five years, when factoring in the rise of 3D and its associated technologies, there is clearly a long-term opportunity for the industry to further sustain consumer interest in Blu-ray.

Notes

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Media Contact

For industry comment, forecasting and trends, contact Andy C Watson at Futuresource.

Direct Dial: +44 1582 500169

Email: andy.watson@futuresource-hq.com

Web: www.futuresource-consulting.com

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