



# **CD Tracker™**

***Trends for CD-R/RW Writer and Media Markets***

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## **EXECUTIVE SUMMARY—QUARTER 3, 2012**

CD recordable media technology revenue decreased from Q2/12, changing by -5.63% in Q3/12, to \$91 million. CD writer revenue was very limited, with DVD and BD writers virtually replacing CD writers in the market.

Global CD recordable disc sales changed by -6% on a quarter-to-quarter basis. CD-R discs represented 497.338 MM units of this volume and 98% of the market. Average price was relatively flat during the quarter, at \$0.17. CD-RW media sales continued to be limited, representing 2% of total unit sales.

Regionally, The Americas continued to lead the market, with 49% of media units, followed by Europe—28%, other Asia/Pacific markets—15%, and Japan—8%.

Disc manufacturers have been phasing out production of CD-R media in response to the decline of the format. Some production lines have been shifted to countries where production costs less, like Thailand and Vietnam, but the change in total optical-disc volume has not been significant. Overall, excess capacity exists in the market. Some of the equipment has been shifted to DVD media manufacturing, while other production lines are not in operation at all.