



CD Tracker™

Trends for CD-R/RW Writer and Media Markets

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EXECUTIVE SUMMARY—QUARTER 3, 2009

CD recordable media technology revenue decreased from Q2/09, changing by -13% in Q3/09, to \$173 million. CD writer revenue was very limited with DVD writers serving the same functionality at a comparable cost.

Global CD recordable disc sales were flat on a quarter-to-quarter basis. CD-R discs representing 1035.688 MM units of this volume and 98% of the market. Average price was relatively flat during the quarter at \$0.14. CD-RW media sales continued to be limited, representing 2% of total unit sales.

Regionally, The Americas continued to lead the market, with 51% of media units, followed by Europe—28%, other Asia/Pacific markets—13%, 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.