



DVD Tracker™

Trends for DVD Recorder/Writer and Media Markets

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DVD recordable technology registered sales of \$2.1 billion in the first quarter, a change of -1%. This sales figure includes two DVD recorder segments—DVD writers (attached to PCs) and DVD video recorders (consumer devices attached to televisions)—as well as complementary media. The decline in revenue was influenced by the decrease in unit sales both in the media and in the recorder markets and the continued price degradation in these segments. DVD recorder sales represented 86% of revenue, with media supporting the balance.

The writer segment registered an 11% change in unit sales during the quarter influenced by the market shifting from CD recordable devices. Branded DVD writers represented 22% of the market, which was a decrease in volume from the fourth quarter of 2007. PC-OEM sales grew during the quarter, influenced by growth in the notebook computer segment.

Half-high writers maintained a slight parity in writer sales with more than 50% of the market, with slim writers making up the balance. Most manufacturers now include RAM (SuperMulti) in their multi-function writers; this segment now accounts for 83% of the market, with dual writers (\pm) accounting for most of the balance. The SuperMulti devices allow wide-scale compatibility for all media formats and are experiencing strong acceptance in the PC-OEM and branded segments of the market.

The Asia/Pacific market represents the largest market for writer sales with 49%, influenced by OEMs that assemble PC drives in this region. This market is followed by the Americas, with 26%; Europe, with 26%; and Japan, with 7%.

Five primary types of media are sold into the DVD-recordable market: DVD-RW, DVD-R, DVD-RAM, DVD+RW, and DVD+R. These products combined represented revenues of \$300 million, with the DVD R segment (DVD+R and DVD-R) representing 95% of disc sales. DVD R media had sales of 1157.843 million units, while the DVD RW segment (DVD+RW, DVD-RW, and DVD-RAM) had sales of 64.372 million during the quarter.

Europe represents the largest market for media sales with 39%, followed by The Americas, with 37%; Asia/Pacific, with 13%; and Japan, with 11%. Blu-ray recordable media is a minor factor in the market but will likely offer better margins and could help the overall profitability of the DVD disc business in the future.