



DVD Tracker™

Trends for DVD Recorder/Writer and Media Markets

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EXECUTIVE SUMMARY—QUARTER 3, 2012

DVD recordable technology registered sales of \$732 million in the third 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. Revenue was influenced by a modest increase in writer unit sales and more stable pricing in the media segment in Q3. DVD recorder sales represented \$596 of revenue, with media supporting the balance.

The writer segment registered a 0.25% change in unit sales during the quarter, influenced by a modest increase in production of personal computers.

Slim writers represented 78% of the unit sales in Q3, with half-high writers making up the balance. Most manufacturers include RAM (SuperMulti) in their multifunction writers. The SuperMulti devices allow wide-scale compatibility with all media formats and are widely accepted in the PC-OEM and branded segments of the market.

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 \$136 million in Q3, with the DVD R segment (DVD+R and DVD-R) representing 97% of disc sales.

The Americas represents the largest market for media sales, with 39%, followed by Europe, with 27%; Japan, with 24%; and Asia/Pacific, with 10%. Blu-ray recordable media is a minor factor in the market but currently offers better margins and could help the overall profitability of the optical disc business in the future.