



DVD Tracker™

Trends for DVD Recorder/Writer and Media Markets

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EXECUTIVE SUMMARY– Year-End 2007

DVD recordable technology registered sales of \$7.69 billion in calendar-year 2007. This is down from \$9.68 billion of revenue in 2006. DVD recorder sales had modest growth, with unit sales increasing by 3%, to 136.226 million units. Disc media sales grew by 18%, to 4.752 billion units.

DVD writers were the most important hardware category, with revenue of \$3.79 billion. DVD video recorders, while much smaller in volume, had unit pricing more than eight times that of DVD writers, with revenue of \$2.56 billion. In the video recorder segment, DVD Multi was the most important format with 48.08%, followed by Dual DVD (±), with 42.20%, and DVD+RW, with 9.72%. In the writer segment, the market is almost exclusively one of two formats: DVD Multi (with DVD-RAM capability), with 74.60% of the market last year and Dual DVD (±) with 25.40%.

In the DVD disc media business, revenues totaled \$1.34 billion in 2007. This report reviews five DVD disc formats: DVD-R, DVD-RW, DVD+R, DVD+RW, and DVD-RAM. DVD-R was the most significant recordable DVD format in 2007, with 59% of DVD recordable disc sales, followed by DVD+R, 35%; DVD+RW, 3%; DVD-RW, 2%; and DVD-RAM, 1%.

DVD disc media is produced primarily in Asia, with Japan and Taiwan maintaining a large share of this business. **Ritek**, **CMC**, **Optodisc**, and **Prodisc**, all based in Taiwan, are acting as subcontractors for a number of international brands; **Taiyo Yuden** and **Maxell** have manufacturing in Japan; and **MCC/Verbatim** continues to manufacture DVD discs, with production in Singapore. **Moser Baer** maintains a significant manufacturing presence for DVD recordable media in its India facilities.

DVD recordable technology registered sales of \$1.79 billion in Q4, a change of 5% from the previous quarter. DVD writers had sales of \$983 million and 34.326 million units. DVD video recorders had sales of \$472 million and 2.471 million units. DVD disc media in Q4 represented revenues of \$334 million. DVD R media (DVD+R and DVD-R) had sales of 1222.857 million units, while the DVD RW segment (DVD+RW, DVD-RW, and DVD-RAM) had sales of 71.985 million units for the quarter.

Entertainment levies in Europe continue to have a major impact on country sales of disc media. High-levy countries such as France, Italy, Sweden, Denmark, Austria, Spain, and Hungary have seen their official markets decline because of this trend. Countries with low levies like Germany, the United Kingdom, Slovakia, Luxembourg, and Monaco have benefited from this trend with traders shipping discs to high-levy markets.