

## Report: Blu-Ray Players to Hit 105M Units in 2015

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**SCOTTSDALE, AZ** – Blu-ray players are expected to reach 105 million units shipped in 2015, says **In-Stat**.

“DVD players and recorder shipments will decline over the next five years for most regions. By 2015, DVD recorders will be essentially phased out entirely, with only negligible shipments to Japan,” says Norm Bogen, VP digital entertainment. “Blu-ray recorders will replace DVD recorders, and many consumers of recorders will even drop the physical disk media option altogether and instead opt for a player with a large hard drive or a DMS in which to store DLNA-certified and other digital video content.”

BD players shipped to North America in 2010 represented 38% of the total Blu-ray player and recorder market.

Japan accounts for the majority of Blu-ray recorders, and Europe is the main market for DVD recorders.

At the end of 2010, more than 15% of Netflix subscribers opted for Blu-ray subscriptions.

The Chinese market for Blu-ray has been stalled by the lower prices of the local CBHD standard.