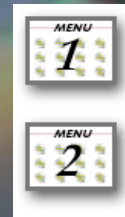




DVD MARKET



1

Market Stats for DVD Videodisc

USA MARKET: DVD PLAYERS

- DVD Players were anticipated in 1996, but were delayed by issues of copy protection and lack of titles
- First DVD Players appeared in the USA in March 1997 with a price tag of \$1000
- By 2000, prices dropped to \$100
- By 2005, prices dropped to below \$50
- So cheap now, players are used as prize give-a-ways!

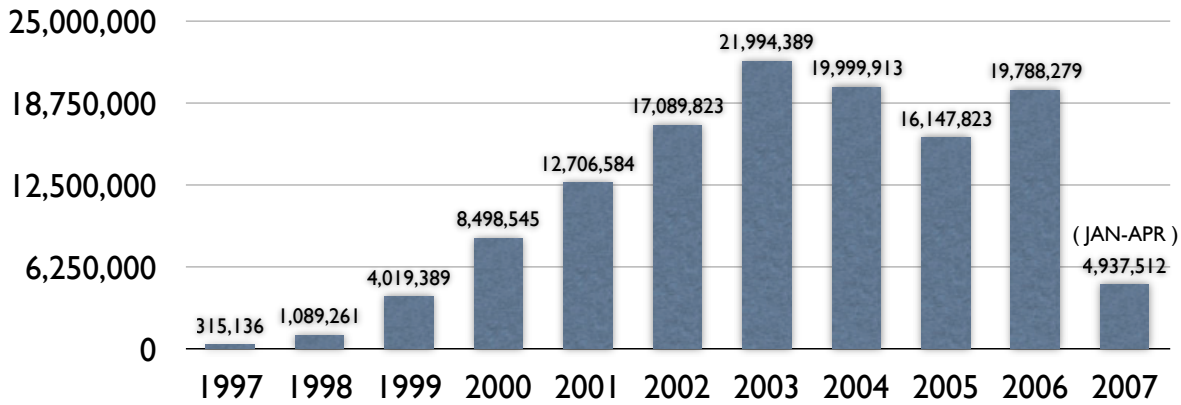
DVD Demystified
Home of the DVD FAQ

2

2

Market Stats for DVD Videodisc

USA MARKET: DVD PLAYER SALES



Data from Consumer Electronics Association
<http://www.ce.org>
<http://www.thedigitalbits.com/articles/cemadvdsales.html>

3

3

Market Stats for DVD Videodisc

USA MARKET: HOUSEHOLD PENETRATION

- By 2003: 50% of households
- By 2004: 65% of households
- Over 100 million DVD players in 57 million households
(There are 107 million USA households)
- 37% of households have more than one DVD player

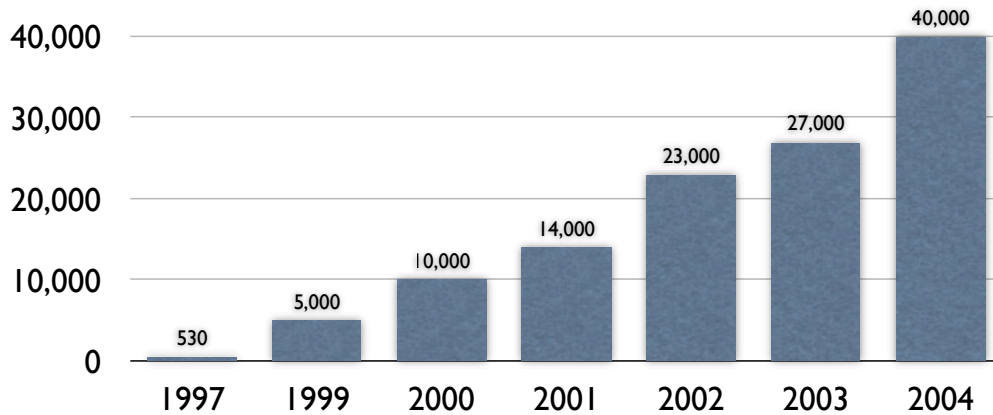
DGE: Digital Entertainment Group

4

4

Market Stats for DVD Videodisc

USA MARKET: TITLES PUBLISHED



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5

Market Stats for DVD Videodisc



USA MARKET: EXPENDITURES

- By 2003: \$22.5 billion
(consumers renting & buying DVDs and VHS)
- 72% of all transactions were for DVD
- More recent data and analyses must be purchased from consultants and marketing firms
 - <http://www.dvdforum.org/links-marketdata.htm>
 - <http://www.dvddemystified.com/dvdfaq.html#1.9>



DGE: Digital Entertainment Group

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