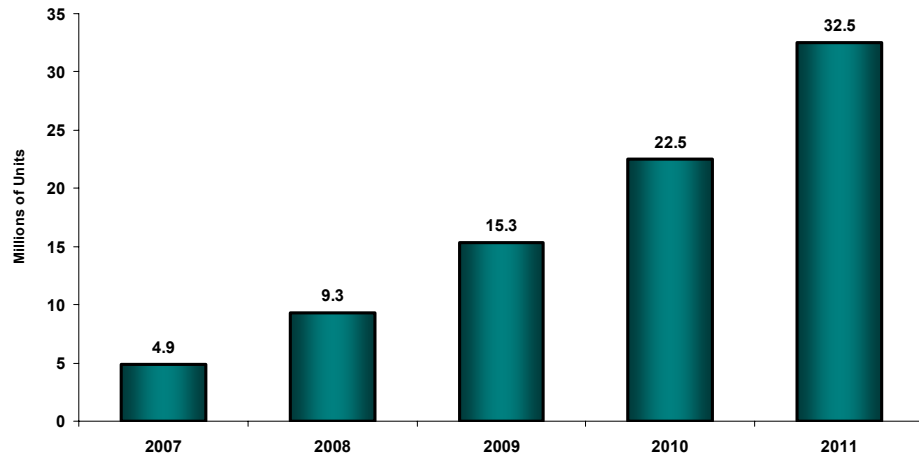


Synopsis

Next Generation DVD Players: Will History Repeat? provides detail on consumer preferences and industry support for the competing DVD formats, with analysis on market strategies and adoption and a prediction of the outcome in this standards battle.

Forecast: U.S. Next Generation DVD Player Unit Forecast

U.S. Next Generation DVD Player Unit Forecast
(Includes HD DVD and Blu-ray Formats / game consoles and STB formats)



Source: *Next Generation DVD Players: Will History Repeat?*
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"Purchasing or renting DVDs will continue to be a dominant way for consumers to view content," stated Chris Roden, Research Analyst at Parks Associates. "What has yet to be determined is which format will become the standard, HD DVD or Blu-ray? However, we are starting to see the pendulum swing slowly in one direction," said Roden. "Recent retail developments, support from major Hollywood studios, and inclusion of the format in the PlayStation 3 puts the Blu-ray format in the lead."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

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Samsung HD Products
Sony HD Products
Toshiba HD Products

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