Worldwide Electronic Entertainment: Packaged Goods Value and Network-Connected Households

Description:
New formats for DVDs will jump start another round of video replacement by consumers. In North America, HD DVD will ship later this year, and will become the dominant new format. Blu-Ray equipment and discs will become popular in Asia, Europe and the ROW. By having HD DVD in North America, and Blu-Ray elsewhere, Hollywood will once again gain control of geographic distribution.

Rimage has a system that permits kiosks to securely "burn" DVD discs at the Point of Sale, and on-line "download and burn" services will provide new ways for consumers to get their hands on DVD movies, music videos, and non-traditional visual productions.

By 2009, we believe that nearly 55% of all TV households will be connected to Cable TV (analog or digital), Satellite Pay-TV services, Digital Terrestrial networks, or emerging Broadband TV services.

Sales of Hollywood movies on Standard DVDs will experience slowing growth, but the emergence of new formats and new "content" coming to DVD will drive the value of the total market forward. Worldwide value of all DVD discs will grow from about US$33 Billion during 2004, up to US$76.5 Billion during 2009, a Compound Annual Growth Rate of 18.3%.

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The Packaged Goods Media Industry
Two Segments: Published Media And Recordable Media
Published Media Includes Mass-Produced DVDs, VHS Tapes, Compact Discs, And Others Intended For Sale Through Retail Outlets
Video And Audio Products Are Both Using DVDs As Their "Medium"
Some Countries Have Their Own Market-Specific Devices And Formats
Recordable Media Can Be Used By Publishers Or By Individuals
Content Distributors Can "Burn" Content-on-Demand (COD) At A Point-of-Sale
Consumers Can Record, or "Burn" Their Own Recordable Media In Their Homes
Semiconductor FLASH Memory And Hard Disc Drives Are Also Used
Recordable Media, Combined With Home Networks, Changes Everything

Five Major Trends In The Packaged Goods Industry
Trend One
Trend Two
Trend Three
Trend Four
Trend Five
All Of The Above Items Point Toward Continued Growth For DVD Markets Around The World

Three Key Trends In The Consumer Digital Video Network Industry
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