



DVD Growth Too Fast To Track

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Booming DVD sales may be an indication that the VCR could soon be headed the way of the eight-track player.

DVD players were so hot in 1999 that the Consumer Electronics Association twice revised its sales estimates to match current growth. In the end, sales will likely more than double original projections.

"DVD is the fastest-growing consumer electronics product in history – even surpassing the radio." said Ann Saybolt, a staff director with the Consumer Electronics Association (CEA).

And DVD's growth isn't just reserved for the living room. DVD-ROM drives will surpass CD-ROM drives in computers by 2001, analysts said.

All told, the high-capacity storage technology's time seems to have arrived. DVD was once considered too pricey for computers and too risky as a replacement for VHS tapes, but both PC makers and entertainment companies have now embraced the medium.

"One reason DVD is taking off this year more than a year ago is that price points have come down so that now it's OK to buy [at] \$199," Harris said. "Last year our lowest price point was in the \$299 range, and obviously that \$100 price drop drives more purchases."

Disk/Trend estimates that by 2001 DVD-ROM sales will pass CD sales, 60.3 million units to 56.8 million, respectively. By 2002, consumers will buy 92.8 million DVD drives, with the majority being sold as built-in features of PCs, compared to 30.3 million CD drives.

DVD Purchases Increased 2.4 Times to \$4.6 Billion, Putting DVD Sales Ahead of VHS for the First Time The fastest-selling Electronics Product Now in One in Four American Homes: 16.7 Million DVD Players Sold to Consumers in 2001. Estimates for 2002 are even higher.

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