

The Last DVD Format War?, Spanish Version



By Alanna, Josh, Taryn and Leanne

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Introduction

HD DVD

HD DVD -

- What is it?
- Why did it fail in America?



Promotional Video:



YouTube



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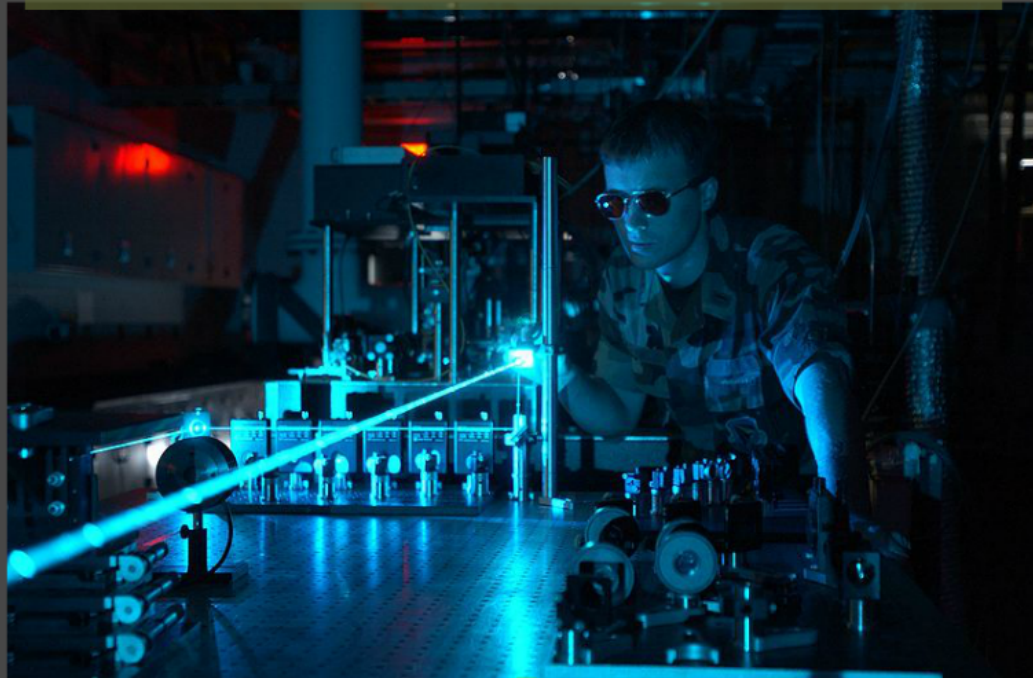
The Product etc..

- High Definition Optical Disc
- Intended to replace the DVD
- Innovative Technology - Laser Technology
- Shorter wavelength = more storage/ resolution
- Single layer 15GB
- Dual Layer 30GB

(Rouse, 2017)

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The laser



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Light Applications by Sitoukaid
Institution of Technology

The laser works by exciting their emitting a coherent stream of photons of a specific wavelength towards a target also narrowly focused beam' (Citation: 2007)

CD	DVD	HD DVD	Blu-ray
700 MB	4.7 GB	15 GB	25 GB

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Light Amplification by Stimulated Emission of Radiation

"The laser works by exciting then emitting a coherent stream of photons of a specific wavelength towards a target in a narrowly focused beam" (Gator, 2007)

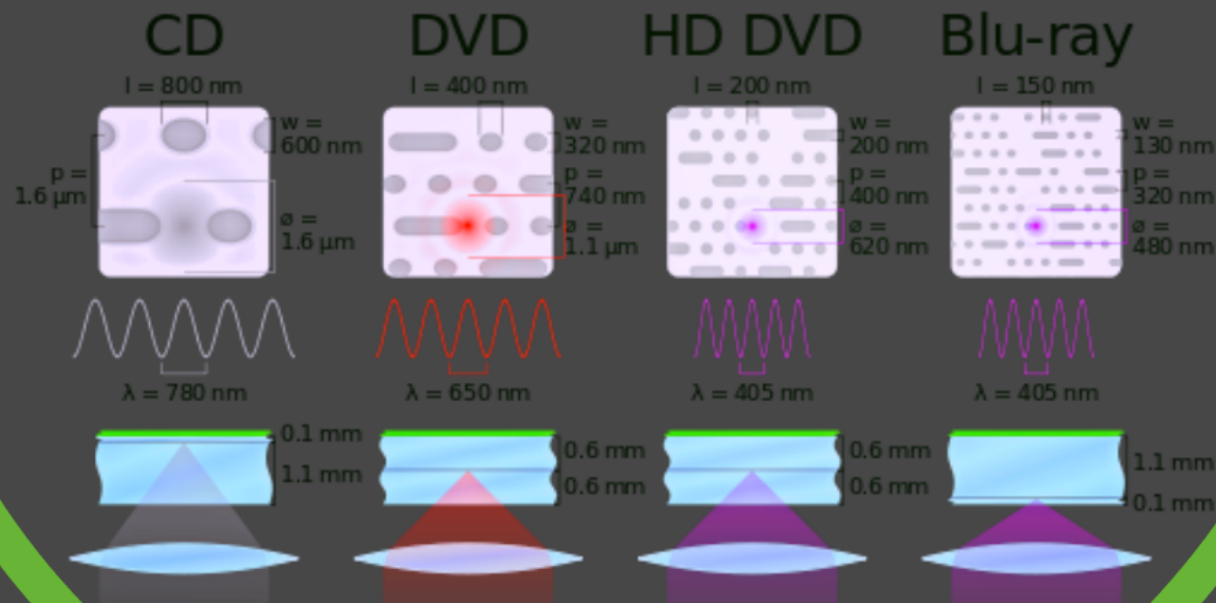


Image from Wiki Media

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Financed

Launched in March 2006, supported by Toshiba.

Also financed by - NEC, Samsung, Sanyo, Universal Pictures, Dreamworks, Warner, Paramount Pictures and Microsoft.

(Drawbaugh, 2008)



The Market

The American market for home entertainment technology was thriving at the time of the release of the HD DVD.

U.S. DVD HARDWARE SALES BY QUARTER (in millions)

Quarter	1997	1998	1999	2000	2001
1st Quarter	.030	.094	.358	1.350	2.220
2nd Quarter	.079	.149	.611	1.435	2.404
3rd Quarter	.077	.244	.880	1.550	2.537
4th Quarter	.119	.459	1.701	5.542	9.501
YEARLY TOTAL	.305	.946	3.550	9.877	16.662
Quarter		2002	2003	2004	2005
1st Quarter		3.565	4.858	6.855	7.741
2nd Quarter		3.750	5.506	6.057	6.006
3rd Quarter		4.740	6.470	6.593	6.250
4th Quarter		13.058	16.900	17.621	16.740
YEARLY TOTAL		25.113	33.734	37.125	36.737
TOTAL (since launch)					164.049

Includes set-top and portable DVD players, Home-Theater-in-a-Box systems, TV/DVD and DVD/VCR combination players

DEG: The Digital Entertainment Group

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It was progressing significantly in the European Market in 2007 but failed to thrive in the American market, even though it was seen as a cheap alternative. The American market is seen as one of the biggest markets in the world, which can result in a product being seen as a failure, if it doesn't live up to the standard of the American consumer, even if it has been successful in other markets all over the world.

(Cheng, 2007)

