



**"This is the Year of Blu-Ray." Does that sound to you like a train that's long overdue in the station?**

Sure, Japan's media association (JRIA) claims 98 million will be sold this year and 310 million by 2012. And Bitkom claims Europe will sell 890 million euros this year, up 70%.

But it is hard to trust these statistics when so many have predicted so much for Blu-Ray, and all has fallen short.

So when we hear that one of the Top 5 European BD-R brands (June 2009 report by the GfK) says it is expecting more than 300% sales growth this year (after 400% last year), maybe it's time to listen.

**MediaRange's** Markus Speer, CEO and Purchasing Manager, says prices for Blu-ray hardware are falling sharply leading to increased demand. Blu-ray is not only the new standard in our living rooms. Today, BD-ROM drives or burners are also found in most desktop PCs and Notebooks. Additionally, more and more games and films are appearing in Blu-ray format.

And it's time for all those consumers who held back in the recession to renew their aging home systems.

**Will 2010 be the year of Blu-Ray?** Once in a Blu-Moon, the market research companies get it right and we're betting MediaRange is right. Both 2010 and 2011 will be good years for Blu-Ray and BD-R media.

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## 2010 is Year of Blu-ray, Says MediaRange

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