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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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More DVD Confusion

The traditional media seems to be swallowing the press releases of DVD manufacturers whole this week. First, they decided that even though people had rejected Blu-Ray and HD-DVD discs, that for some reason they would love to pay even more for a DVD that contained both. Now, the same thing is happening with DVD players. Consumers hate confusion (I know I do) and they've wisely stayed away from both formats, even with players costing \$600 to \$1000 (not a ton for a new generation of player). But if they don't like those, why would they pay \$1200 for a DVD player that plays BOTH HD-DVD and Blu-Ray? They don't want both formats. They want neither, frankly. They're perfectly happy with DVDs right now and unless you pay \$1500 for a flat panel TV that's 1080p compatible and THEN buy a player for say \$800 and THEN buy a new DVD format for \$30 to \$40 (double what standard DVDs cost) you won't see any difference. You can't just do one of these things, the way you could buy DVDs and see a massive improvement even on your old TV. Nope, you've got to do them all. Meanwhile, DVDs are a massively profitable category, with \$24 billion spent on sales and rentals of DVDs and the ever-shrinking VHS every year for the past three years. That's more than two and a half times the money spent at the box office and it doesn't include overseas, cable, video on demand, satellite and so on. Overall, movies are generating almost \$50 billion a year.

POSTED BY MICHAEL IN NEW YORK AT 3:13 PM



1 COMMENTS:

Anonymous said...

There's absolutely no reason to buy an HD-DVD or Blu-Ray player when up-converting DVD players costing around \$200 make all your old discs look high def. Check out the Oppo up-converting DVD player

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