

Blu-ray Media and Devices Market 2016 Analysis and Forecast to 2020

*Global Blu-ray Media and Devices Market 2016
Share, Trend, Segmentation and Forecast to 2020*

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/EINPresswire.com/ -- Blu-ray, also termed as Blu-ray Disc (BD) is a new optical disc format that is hastily replacing DVD's. Blu-ray format was introduced for rewriting and playback of high-definition video (HD), to enable recording, as well as for huge data storing.

The [Blu-ray Media and Devices](#) Market is expected to witness a compound annual growth rate (CAGR) of XX.X percent from 2015 to 2020.

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Blu-ray optical disc format was enroot mutually by the world's leading consumer electronics manufacturers such as JVC, Apple, LG, Mitsubishi, Panasonic, Sony, Sharp and the Blu-ray Disc Association (BDA). The majority of the international studio has declared their support for Blu-ray technology and will persist to release new titles in Blu-ray apart from DVD.

Increasing demand for high-quality digital entertainment and growing consumption of video of multiple screens are the major factors boosting the Blu-ray media and devices market. Moreover, the declining prices of Blu-ray consumer devices drive the market growth and development. On other hand, lack of awareness among developing countries is hampering the growth of Blu-ray media and devices market.

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The global Blu-ray media and devices market is broadly segmented in terms of media types, storage data, devices, application and geography. On the basis of media types the market is categorized into

Blu-ray Recordable Disc (BD-R, BD-R LTH)

Blu-ray Re-Writable Disc (BD-RE)

Dual-layer recordable (BD-R DL).

Further, the Blu-ray media and devices market is segmented in terms of data storage into 25GB- single-layer disc and

50GB- dual-layer disc ..

Numerous products are available in the Blu-ray media and devices market such as TVs, digital



signage, monitors, set-top boxes, and others.

The Blu-ray media and devices market is highly competitive with some of the key participants as Dell Inc., Apple Computer, Inc., Hitachi, Ltd., Hewlett Packard Company, LG Electronics Inc., Matsushita Electric Industrial Co., Ltd., Pioneer Corporation, Mitsubishi Electric Corporation, Royal Philips Electronics, and others.

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