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Who Will Win HD DVD Vs. Blu-ray? No One, Says Survey

For some of the hardcore home theater junkies out there, the battle of HD DVD and Blu-ray as the standard high-definition disc format already has a clear winner. According to a new study, however, the rest of the world just doesn't care, yet. According to The Screen Digest's report, the average consumer is plagued to be confused about the difference between the two formats, leading to there being no clear winner.

At least until 2010, according to this report, both formats will continue to co-exist, and about 1/3 of spending on video discs will be attributed to HD DVD and Blu-ray combined.

Even if they do both continue to exist in a niche market, they're obviously not going to have equal sales. Blu-ray has already been predicted the winner by many industry professionals. As senior analyst at Semico, Adrienne Downey, points out: "It's time to put a stake in the ground regarding the future high-definition DVD format: Blu-Ray has won. Walking around CES, it was obvious that much of the enthusiasm and momentum is on the Blu-Ray side."

So maybe HD DVD players and movies won't die out as quickly as some people think, but they will still be lying around on lonely, dusty shelves at Best Buy for a good 4 more years.

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