



RISE OF THE DVD RECORDERS

Unit sales to increase as players fall

By Carl DiOrio 6/6/2005

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DVD recorders might consign DVD players to the consumer electronics ash heap, according to recently released projections by Semico Research.

The firm says a dramatic upsurge in recorder purchases, marked by an initial year-over-year doubling of recorder sales in 2005, soon will be accompanied by an equally sharp fall-off in DVD player shipments.

It is projected that DVD recorders will increase from 11.4 million units in 2004 to 22.8 million units in 2005, reaching 86.9 million units by 2009, according to Semico.

"Semico expects DVD player shipments to begin to fall in 2007, due to the increasing popularity of DVD recorders, as well as to the saturation of the player market," the firm projects.

Its research indicates recorders will represent 51% of the market by 2009.

At present, recorders represent just 20% of all sales, though recorder revenue is expected to reach \$6.3 billion by year's end.