



DVD-RAM Update: Steady growth predicted for U.S.
Japan adoption rate faster than that of United States
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The DVD -RAM format, the oft ignored of the DVD recordable formats in the United States' PC world, has achieved steady growth worldwide, from a projected shipment of 23 million DVD recordable devices in 2005, to 90 million units by 2009, according to Semico Research. The firm sites lower prices, more features, and units that are easier to operate, as basis for the projections.

While DVD -RAM compatible devices, in both DVD set top recorders and DVD PC drives enjoy wide success and support in Japan, the United States is slowly catching up, both in terms of DVD recorder penetration and DVD - PC drive configurations, said Tony Jasionowski, Executive Director for the DVD -RAM Promotions Group, an industry trade group that promotes the DVD -RAM format in consumer devices such as DVD recorders and DVD camcorders, as well as PC-based DVD writers.

DVD camcorders, now in their 5th generation, have achieved the highest growth in Japan, where consumers tend to enjoy the benefit of recording directly to a dual layer DVD -RAM disc and transfer that disc directly to a consumer electronics-based DVD recorder for playback on a TV, or directly to a PC for further editing. According to TSR-Japan, a market research firm, 400,000 DVD camcorders shipped by the year 2003, 1.1 million DVD camcorders shipped in 2004, with as many as three million shipping by the end 2005. The biggest markets for these DVD camcorders, most of which record on DVD -R and DVD -RAM format media, are Japan and the United States.