

**BCN Inc.**

Daiya Bldg, 6th Fl.,  
3-18-14 Hongo, Bunkyo-ku, Tokyo 113-0033 Japan  
TEL +81 3-4236-5135 FAX +81 3-3818-3006

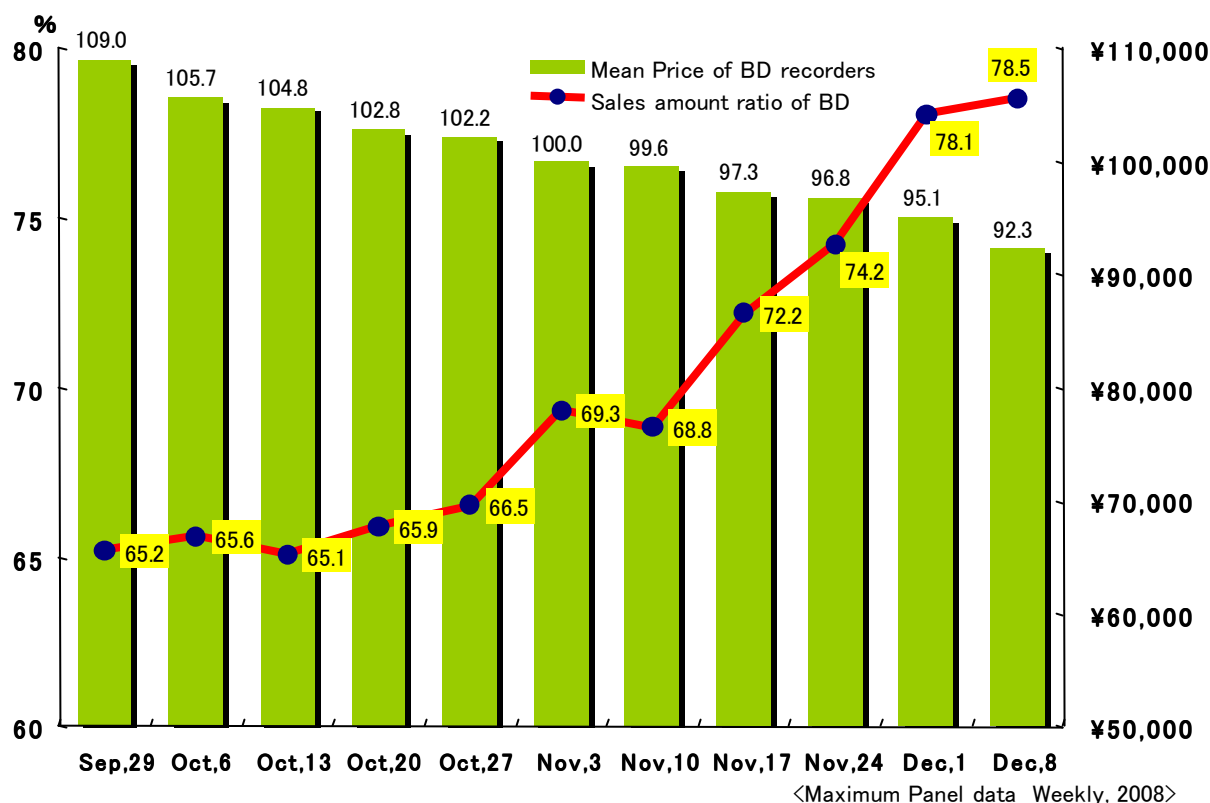
**Press Contacts:**  
Ichiro Michikoshi  
BCN  
<http://bcnranking.jp/>

## BD recorder sales ratio is almost 80% with average prices falling below ¥100,000 and are now moving forward to the expansion stage

### ●BD recorders have entered the expansion stage

Based on yearend sales figures, the ratio of BD recorders has reached almost 80% of the market gross. These figures are based on the “BCN Ranking”, which gathers daily sales data from major home electronics retailers in Japan.

**Figure 1: Ratio of BD Recorder sales in whole market and mean price**

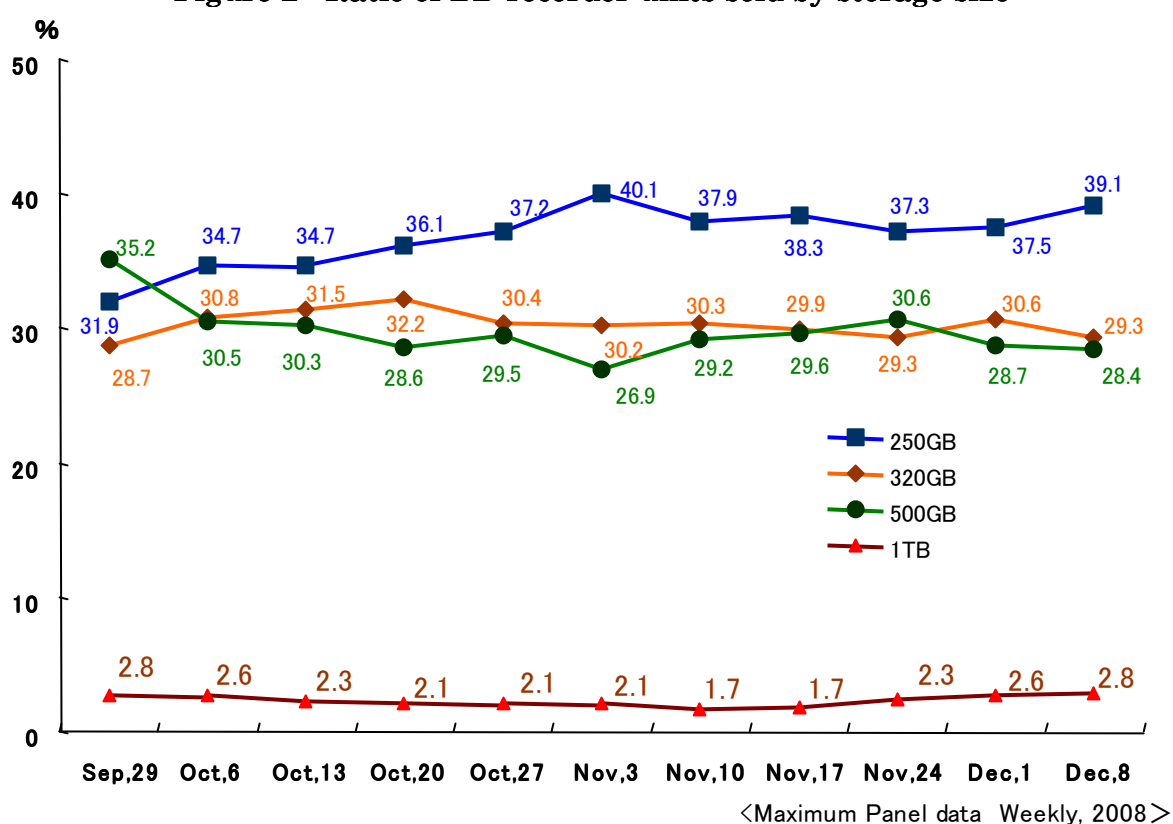


The sales ratio of BD recorders reached 78.5% in the second week of December (8<sup>th</sup>-14<sup>th</sup>) and was an increase of 10 points from four weeks before. The average price (excluding tax) is ¥92,300 and the percentage of units sold expanded to 65.7%, bringing BD recorders into the expansion stage.

## ●Low price models (with 250GB HDD) lead the market

Leading the expansion of BD recorders was the low cost model of 250GB HDD. Due to the low price, these models sold the best with 39.1% of units sold in the second week of December. The average price of 250GB BD recorders is ¥74,200 which is ¥18,100 cheaper than the total average price of this category. Since the average price of 250GB DVD recorders is ¥50,600, the close price difference is boosting the consumer shift to BD recorders.

Figure 2: Ratio of BD recorder units sold by storage size



We now look at the ratio of units sold and the average price of BD recorders calculated by the size of storage. The 320GB model average price is ¥89,000 with a 29.3% market share, the 500GB model average price is ¥113,600 with a 28.4% share and the 1TB average price is ¥171,700 with a 2.8% share. In comparison the price difference between DVD recorders by the storage size is ¥36,700 for 320GB, ¥57,300 for 500GB and ¥86,000 for the 1TB model. The price difference appears to be relative to the size of storage.

Compared with last year, the sales figures during the second week of December for BD recorders have increased 2.4% and the number of units sold has increased 3.3%. According to the market glossary, which includes DVD recorders, sales are up 2.1% but the number of units sold is down 4.4%. We would like to focus on how long the good sales figures for BD recorders will continue in the recent recession.

# News Release



---

*BCN gathers the daily Point of Sale (POS) data from 25 major home electronics retailers\* (Amazon Japan, Eiden, Otsuka Corporation, GoodWill, K's Holdings, Thirdwave, Sakuraya, 3Q Group, Joshin Denki, Stream, 7dream.com, Sofmap, ZOA, Tsukumo, T·Zone Strategy, Deodeo, Tokyo Edion, BicCamera, PC Depot Corporation, Best Denki, Midori Denka, Murauchi, Murauchi, Murauchi.com, Unitcom and Laox) everyday. This data is used to provide the BCN Rankings and news releases about market trends.*

*\*The number of companies mentioned above includes companies contracted to supply data for us.*