

## Blu-ray sales up in Western Europe and Japan

NEW YORK, US: media control GfK International, a leader in international media and entertainment tracking servicing the global entertainment industry, has announced the release of its *2010 Year End Home Video Retail Sales Report*.



According to media control GfK International research, based on actual point-of-sale data, year-over-year Blu-ray unit sales to consumers increased in Western Europe (+) 76%. While combined retail sales of DVD/Blu-ray units declined (-) 4.8% in Western Europe, video retail markets in Germany, France, and Finland performed better than the previous year.

"A slower adoption rate of the Blu-ray format in Western Europe is the prime lagger for some key retail markets in Western Europe not able to offset declines in sales of standard definition DVD," said Brad Hackley, president of media control GfK, USA.

The Japan video retail market remained somewhat buoyant from the prior year, with combined retail sales of DVD/Blu-ray units declining only (-) 1.73%. The video market in Japan was stabilised by its robust Blu-ray sector, which increased (+) 120% in unit sales.

media control GfK International's *2010 Year End Home Video Retail Sales Report* provides total market estimated DVD & Blu-ray retail unit sales for four regions: Western Europe, Eastern Europe, Japan and Australasia.

For more information, go to [www.gfkrt.com](http://www.gfkrt.com).