



## One Billionth DVD Ships

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(July 18, 2002) Las Vegas -- The one-billionth DVD software unit is anticipated to ship to retail in July according to an announcement made by the DVD Entertainment Group at the Video Software Dealers Association convention in Las Vegas. According to figures compiled by Ernst & Young on behalf of the DEG, more than 272 million DVD movies and music videos shipped in the first six months of 2002, an 80 percent increase over the same period last year.

Since the inception of the format in 1997, software shipments in North America have reached more than 947 million units, according to the DVD Entertainment Group.

Recent growth areas for DVD-Video include family programs, concerts and music videos and TV programming. More than 16,000 titles are currently available with more than 100 new DVDs released each week.

The group also reported that 8.1 million DVD players shipped to retail in the first half of 2002, a 53 percent increase over the same period last year, bringing the total players shipped since the format's launch to 40 million. The DEG estimates that more than 20 million DVD players will ship to retail this year alone.

According to figures compiled by the group based on retail and manufacturer data, DVD players sold through to U.S. consumers have reached nearly 39 million, with the format currently in nearly 30 million households (adjusting for homes owning two or more DVD players).

"If growth continues at the current rate, DVD will be in more than 40 million households by the end of 2002," said Reid Sullivan, DVD Entertainment Group board member and Panasonic Consumer Electronics Co. vice president, entertainment group. "When you also include the growing number of PCs with DVD-ROM drives and game consoles with DVD capability, nearly 50 percent of U.S. homes will have the format by year-end."

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