



## Blu-ray Disc Association

Media-Tech Expo, Frankfurt

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# Welcome!

Niels Leibbrandt  
Chairman  
European Promotion Committee  
Blu-ray Disc Association



TRUE HD  
EXPERIENCE

# Agenda

- Looking back
  - How is Blu-ray doing since last year and in the first quarter of 2009?
- Looking forward
  - What is in store for the Blu-ray format in 2009 and beyond?



# How are we doing?



# Hardware



# How are we doing?



# Software



# Looking forward



# Driving Blu-ray growth in all segments





Thank You!