

30 July 2005



By:

[Twentieth Century Fox is choosing Blu-ray DVD over HD-DVD](#)

One more movie studio is backing up Sony's format

The unified DVD format is now just a dream, as Fox Home Entertainment announced that they are planning to support the Blu-Ray format. In the raging battle for the next DVD format, Sony and Toshiba are trying to convince as many movie studios as possible to support their format. With Fox Entertainment choosing a side, right now the top six studios of the entertainment industry are now equally divided on the issue of choosing between Blu-Ray and HD-DVD format. Although the company did not specify which titles it will launch with, Fox Entertainment did state it will begin releasing content when Blu-Ray hardware becomes available. Blu-Ray Disc is also backed by Sony Pictures along with MGM and Walt Disney Pictures and Television. Toshiba has won for the HD-DVD format the support of Warner Home Video (with New Line and HBO), Paramount Home Entertainment, and Universal Studios Home Entertainment. Fox in a statement has said that Blu-Ray companies "fully embrace the studio's steadfast commitment to the fight against piracy and the preservation of the integrity of its properties. In fact, Fox's commitment to publish on Blu-Ray is a direct result of the organization's recent adoption of copyright protection measures, including renewable security, that address the needs and concerns of the studio and the entire Hollywood community." In response to Fox Entertainment announcement, the HD-DVD issued a statement in which it says that: "Today's announcement by 20th Century Fox regarding its support of the Blu-ray Disc format is surprising and misleading in terms of which format provides for more robust copy protection. The content protection system of HD DVD provides an equivalent level of security as the system advocated by Fox for Blu-Ray. We also believe the Blu-Ray disc format and proposed copy protection system may result in playability and reliability issues for the consumer. HD DVD provides robust, renewable and standardized content protection coupled with proven reliability, cost effectiveness and flexibility which is why many major film studios have announced support for the HD DVD format." Another key segment of the entertainment industry, the gaming consoles, is also divided between HD-DVD and Blu-Ray. Play Station 3 which will be launched in 2006 will have Blu-Ray support and Xbox 360 is expected to integrate HD-DVD support.