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## *Working of Blu-ray & HD-DVD discs*

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### **Abstract:**

Winning over customers becomes one of the most important corporate fights when competing new technologies exist and only one is thought to survive. This study provides the results of a poll given to 1,495 people during the initial phases of the DVD format war, testing their understanding of HD-DVD and Blu-ray. Initially, HD DVD had more audience familiarity than Blu-ray, according to the findings. We develop a model that predicts consumers' familiarity with various formats based on four demographic and four characteristic dimensions.

### **Keywords:**

Blue-ray, Cronbach alpha, Hd-DVD, Technology, VCR (Video Cassette Recorder).