

History is Not Repeated: The Case of Adult Blu-Ray

Adult Blu-ray is on the rise. For quite some time, the adult motion picture industry seemed to have been taking a somehow wait-and-see strategy amid a current and further intensifying DVD format war between Blu-ray and HD DVD. Blu-ray is the format developed and advocated by Japan's Sony Corporation while the rival is by another consumer electronics firm Toshiba.

Adult Blu-ray at first seemed impossible, first because Sony used to be firm not to allow pornographic movie studios write and format their titles in the format. That was the company's advocacy towards family and wholesome entertainment. But because porn DVDs flocked to HD DVD, Blu-ray quickly modified and changes its strategy to soon offer adult Blu-ray.

The emergence and rise of [Adult Blu Ray](#) titles is seen by market observers more as a strategy Sony has taken to win the battle against Toshiba's HD DVD. For several years now, Blu-ray and HD DVD have fiercely been fighting each other. And if you are keen on corporate history, you could easily tell that allowing adult Blu-ray to flourish is an indication that Sony has learned its lesson from the past.

Rewind to the early 1990s when Sony was still defending the popularity of its Betamax technology against the rapidly popularizing VHS. The battle between the two did not last long because Betamax was easily beaten up by the more superior and high-quality VHS. The adult and porn industry played a significant role in the VHS victory against Betamax.

Sony also refused to let the porn industry use the Betamax technology in the past. That way, almost all pornographic movies flocked to the VHS, which in turn, further garnered more popularity. In a matter of just a few months or years, VHS technology was able to completely sweep Betamax off its feet. That way, porn VHS were widely sold and rented across the market.

With the emergence of DVD technology in the late 1990s, the pornographic industry enjoyed greater access by more people and viewers. DVD has evolved into two formats, which are currently battling, HD DVD and Blu-ray. Initially, Blu-ray was seen as taking similar strategy. But the demise and failure of Betamax could have reminded Sony to adopt a newer and more feasible strategy. And so it embraced the adult film industry.

The rise and massive distribution of adult Blu-ray materials is seen by analysts as an important key to the possible and near victory of Sony's DVD format. Through the growth in popularity of adult Blu-ray, Sony is already counting on its success against HD DVD. The company hopes it would not repeat the failure of its Betamax technology in the past.

As you scout the market for porn films, you surely would encounter more porn titles on the HD DVD format. However, expect that in the coming days, adult Blu-ray materials would already be able to outnumber and outpace HD DVD. As many mainstream film producers also commit to brace Blu-ray, expect that adult Blu-ray content would very much be in demand. This sounds very promising and very appealing to millions of porn fanatics and followers not just in the United States, but also worldwide.

History usually is repeated. But this is a different case for Sony DVD. Adult Blu-ray is expected to surely cap and takeover the flourishing DVD industry globally. As more porn studios commit to make exclusive adult Blu-ray DVDs, expect that adult Blu-ray would in the near future be a common household term. Now, the flourishing adult industry finally is getting much recognition it aptly deserves.

About the Author

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