

It appears as though the positioning within the High Definition optical media has really strengthened for one of the formats. With the majority of major movie studios and now Retailer Walmart making a firm decision on its media of choice. Here are the details & specs on the Blue-ray format.

## Blu-ray Disc

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Blu-ray, also known as Blu-ray Disc (BD), is the name of a next-generation optical disc format jointly developed by the Blu-ray Disc Association (BDA), a group of the world's leading consumer electronics, personal computer and media manufacturers (including Apple, Dell, Hitachi, HP, JVC, LG, Mitsubishi, Panasonic, Pioneer, Philips, Samsung, Sharp, Sony, TDK and Thomson). The format was developed to enable recording, rewriting and playback of high-definition video (HD), as well as storing large amounts of data. The format offers more than five times the storage capacity of traditional DVDs and can hold up to 25GB on a single-layer disc and 50GB on a dual-layer disc. This extra capacity combined with the use of advanced video and audio codecs will offer consumers an unprecedented HD experience.

Blu-ray is currently supported by more than 180 of the world's leading consumer electronics, personal computer, recording media, video game and music companies. The format also has broad support from the major movie studios as a successor to today's DVD format. In fact, seven of the eight major movie studios (Disney, Fox, Warner, Paramount, Sony, Lionsgate and MGM) have released movies in the Blu-ray format and six of them (Disney, Fox, Sony, Warner, Lionsgate and MGM) are releasing their movies exclusively in the Blu-ray format. Many studios have also announced that they will begin releasing new feature films on Blu-ray Disc day-and-date with DVD, as well as a continuous slate of catalog titles every month. For more information about Blu-ray movies, check out our [Blu-ray movies](#) and [Blu-ray reviews](#) section which offers information about new and upcoming Blu-ray releases, as well as what movies are currently available in the Blu-ray format.