

# MediaPack

The international business magazine for media packaging

ISSUE NO 23: SUMMER 2008

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## BD: The start of something big!

Welcome to the summer issue of *MediaPack* – many of you may be reading this at the MEDIA-TECH show – if so, I am sure we will meet on the show floor or at the *One to One* booth (G62). This show promises to be an exciting event, with much more of a buzz than we have seen of equipment shows in the past couple of years. The packaging sector, as the rest of the industry, is gearing up to move forward with a single blue laser media format in Blu-ray Disc, and looking for premium solutions for a premium product. The feedback I have had leading up to the show has been enthusiastic, with people looking forward to seeing new technology and gaining new business.



In this issue of *MediaPack*, a new 'vox pop'-style article features executives from various packaging companies who discuss BD and what they are planning to offer to customers for this format, as well as their plans for Expo 2008. There is a fascinating range of opinions on subjects from what the best material is for the packaging of the future to how the relationships between content owners and packaging companies work.

Packaging will be featured at the show in some panel discussions, highlighting today's key industry concerns. One of those key concerns, and something that we have focused on strongly in the last several issues of *MediaPack*, is the importance of sustainability and environmental responsibility. A number of companies will be airing their views on what the best materials are, and how to provide aesthetically pleasing and functional packaging that does not compromise ecological concerns.

If the recent reports about BD supply set to outstrip demand are true, then this show comes at a good time for the entire industry to examine the technology and solutions that will help us all get up and running to make sure that we can deliver the high definition promises that we are making to the consumer. After all the problems of an angst-ridden format war, it would be a shame to miss out because we're not geared up to provide the winning format.

Now, it only remains for me to welcome the newest member of the *One to One/MediaPack* team – Joanne Ruddock, who recently joined as managing editor across both titles, and is also working on other CMPi titles, such as *Installation Europe* and *Pro Sound News Europe*.

**Elizabeth Toppin, Editor**