



Reel Connections - Issue #3

Why DVDs Still Matter

A Weekly Sunday Newsletter from Stilson Video Services



Many of us still have some sort of DVD collection

DVDs reached their peak usage about 20 years ago. Today, streaming dominates the way we consume video content. So why do I bother talking about the ole Digital Video Disc? Well, because lots of people still like them.

It happens more often than you might think...a customer brings some old analog tapes to my studio and asks to transfer them to...something, so that they can watch them again. So I launch into my usual list of suggestions: streaming, a USB flash drive that will work in both their computer or smart TV...then I notice their eyes glaze over and they start to look a little sad.

That's a clear sign it's time to meet them where they are. I will then ask if they might prefer a DVD. Bingo! Their eyes light up and they tell me that they still have a DVD player that works great! They sheepishly admit they're not very good with technology.

I remind them there's no shame sticking with what works. And let's face it, while DVDs have clearly had their day, they still work. Not only that, but they have characteristics that remain appealing, especially to some of us that have been around a bit longer.

What's Good About DVDs?

DVDs are Tangible

- You can hold a DVD and admire the design of the case. They're not going to suddenly vanish like a corrupt file on a drive. Many people—especially older folks—trust something they can hold.
- It's kind of like curling up with a good book or reading on a tablet. Both methods will get the job done, but more joy usually comes from holding and turning the pages of an actual book.

A DVD Collection Brings a Sense of Comfort and Nostalgia

- There's a comforting sense of familiarity in selecting something to watch from your DVD collection. You get to open the case, see the artwork, and in some cases explore the extra features included on many commercial DVDs.

- It took some time, expense and effort to accumulate all those DVDs so I think it will be a while before folks are ready to toss them into the dumpster. I guess we'll leave that decision to future generations.

DVD Players are Simple and Familiar

- There is value in simplicity. Compare the process of playing a DVD vs. fumbling through your remotes while trying to remember which ones will get you to which streaming service where you'll then need to start searching for the movie.

- Who needs apps, streaming menus, passwords, file management, tech updates, etc. when you can just pop in the disc and press play - for free no less.

- I was tasked with recording something on our home system the other day and it occurred to me I've never actually operated our TV. The time spent figuring that out was no fun at all. Simple is better!

Coping with this Lingering Media Format

Some video transfer companies no longer offer a DVD option. I think it's a little premature for that. I certainly don't recommend them anymore, but there are times when it remains the best solution for some customers. It all goes back to listening to the customer and meeting their needs.

So if you still want your home movies on a DVD, just ask. We might suggest supplementing that DVD with something a bit more modern like a backup USB flash drive (maybe for the kids). But we certainly won't look down on you for **keeping it simple and real**—not a bad way to roll if you ask me 😊

Lives are important.

Our mission is to connect them to future generations the best way possible.

Finally, if you have a topic you'd like me to write about, let me know at stilson@stilson.com and I'll add it to the list.

— Bill Stilson

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