

24% of DVD Sales Occur During the Holiday Season



- DVD sales show heavy seasonality, with nearly 40% of annual sales occurring in the 4th quarter alone
- Nearly 24% of all DVD sales occur in the last six weeks of the year
- Thanksgiving week is becoming increasingly important, generating more than 6% of annual sales in 2007, up from 4% in 2001
- Two interrelated factors drive the increase in end-of-year sales:
 - Major summer hit movies generally become available for sale on DVD three months after their theatrical release so a lot of premium content enters the market during this time
 - Retailers use DVD new releases as loss leaders in order to drive store traffic and increase sales in other categories

•Nielsen VideoScan data aggregates raw sales data from its reporting retailers which do not include Walmart, Sam's or ToysRUs