

STATISTICS

# UK DVD sales 10 years on

The British Video Association (BVA) marked the 10th birthday of the DVD with top facts and data from the Official UK Charts Company.

On 6 April 1998, Columbia Tristar Home Entertainment (now Sony Pictures Home Entertainment) was the first studio to release its films on DVD, with titles such as *Jerry Maguire*, *Jumanji*, *A Few Good Men* and *Fly Away Home*. Combined sales of those titles in 1998 amounted to just 6,385. By the end of that year, the new format had already sold 200,000 discs, a number that rose rapidly to 4 million the following year.

Now the BVA figures reveal a total of 248 million DVDs sold in 2007 with (at the time of writing) an additional 60.7 million DVDs



A top-selling title

bought by the British public. High-definition movies are also becoming more popular, with over 1 million

units sold by the end of 2007, and sales of 550,000 copies at the time of writing. Additionally, the value of the DVD market is now worth more than twice as much as the peak of £893 million achieved by VHS in 1998.

Lavinia Carey, director general of the BVA, says: "As we celebrate 10 years of DVD, we are delighted to see that the format is continuing to go from strength to strength.

"Our figures demonstrate that DVD is showing resilience even in a difficult economic market, with sales of high-definition discs now exceeding the 1.5 million unit mark, and standard definition experiencing a 9.3% increase in volume growth last year, while Q1 2008 is already up by 3.3%."

The continued popularity of DVD for home entertainment is

## 10 facts of 10 years of DVD

- The first music DVDs to be released were *The Three Tenors – in Concert* and Madonna's *The Girlie Show*, both released by Warner Vision International in June 1998.
- Since DVD was launched 10 years ago, 50,000 titles have been released into the market.
- In 2000 *Gladiator* was the first DVD to sell over 100,000 copies in one week. In 2001 the film sold 1 million copies.
- By 2000, 1 million DVDs had been sold.
- By 2003 DVD represented 70% of the entire home entertainment retail market.
- In 2008 DVD constitutes 99% of the home entertainment retail market.
- In 2006 *Pirates of the Caribbean* became the fastest selling DVD of all time, with 1.5 million copies sold in its first week of release.
- In 2007 *Casino Royale* was the best selling title of the year, with almost 3 million copies sold.
- *Mars Attacks!*, which sold initially just 134 copies, was the first title to reach the Number 1 position.
- *The Shawshank Redemption* appeared in the best-selling title charts of both 1998 and 2008.

clearly illustrated by the charting of *Casino Royale* as the 10th-highest selling DVD of the past decade, a film which was only released in early 2007 and has almost exceeded sales of 3 million units. The film also charted as the highest selling Blu-ray title in the past year.

## Top 10 DVDs sold in the past 10 years

Rank	Title	Total sold	Company
1	Pirates of the Caribbean – The Curse of the Black Pearl	4,669,000	Disney
2	The Lord of the Rings – Fellowship of the Rings	3,874,000	EIV
3	The Lord of the Rings – The Two Towers	3,784,000	EIV
4	Pirates of the Caribbean – Dead Man's Chest	3,414,000	Disney
5	The Lord of the Rings – The Return of the King	3,220,000	EIV
6	Shrek 2	3,182,000	DreamWorks/Paramount
7	The Shawshank Redemption	3,143,000	ITV DVD
8	Gladiator	3,127,000	Universal
9	Harry Potter and the Goblet of Fire	3,037,000	Warner
10	Casino Royale	3,021,000	SPHE

Source: The Official UK Charts Company