



A VARIETY GROUP PUBLICATION

SEARCH: dvd wave

GO

ADVANCED SEARCH

Sund

NEWS:

DVD

RETAIL/DISTRIBUTION

STUDIOS

VIDEOGAMES

VOD

SATELLITE

# MAXIMUM EXPOSURE

Subscribe to:



- Magazine
- E-Newsletter

GO!

HOME

DVD EXCLUSIVE

MARKET DATA

TIPSHEET REVIEWS

NEW RELEASES

RESOURCES

COMMENTARY

EVENTS

CLASSIFIEDS

FREE PRINT  
SUBSCRIPTIONS

ABOUT US

SEARCH:

dvd wave

All

Advanced Search

GO!

**DVD™**  
EXCLUSIVE  
ONLINE

## INTERNET NEWS

### E-TAILERS HAD A PARTICULARLY MERRY HOLIDAY, COURTESY OF DVD

By Wendy Wilson 1/10/2000



JAN. 10 | Holiday sales were strong in cyberspace, with e-tailers registering triple-digit growth over last year and giving the thanks to DVD.

"It was a banner year--we were up over 300% over last year and we are already seeing the same trend for January," Susan Daniher, VP of marketing for DVD Express, said. "We're ending the year at over \$60 million in sales and last year we did \$17 million."

And Dave Rochlin, COO of Reel.com, said the site registered a significant number of new users visiting Reel immediately after Christmas.

"Hopefully, they're coming to the store the day after they open those machines," he said.

Online DVD sales specialist **DVD Wave** also saw a jump in sales of between 400% and 500%, according to company president Sam Osborn. He attributed the site's dramatic growth in sales in part to **DVD Wave's** "expanded marketing efforts and new site," but also credited "the tremendous growth of the DVD format this holiday season."

"Sales [on DVD titles and DVD players] are remaining very strong after the holiday, and we expect this surge to last through March," Osborn said.

Amazon.com announced fourth-quarter sales of \$650 million, more than double last year's fourth quarter take of \$253 million.

"Of the more than \$650 million in sales, more than half was made up of non-book business," Jason Kilar, general manager of DVD and video for Amazon, said. "So what's neat about it is that toys, DVD and video, home improvement and consumer electronics--those businesses accounted for more than half of that number."

 Click Here

Hardware sales also provided incremental business at DVD Express, which added a 25-product electronics boutique to its site's offerings in time for the holidays.

"We were banking on our existing customers giving DVD players as gifts to other people and they did indeed do that," Daniher said. "We sold out of the DVD players and MP3 players."

As for software, the unrated version of Universal Studios Home Video's *American Pie* was a big hit with shoppers on the Reel.com site, according to COO Dave Rochlin. With few other new releases on DVD in the weeks shortly before Christmas, most e-tailers credited Warner's *The Matrix* with continuing to buoy software sales through the end of December.

Both Reel.com and DVD Express also enjoyed success with the introduction of gift certificates at their respective sites.

E-tailers are looking to maintain some of the momentum built around the platform during this Christmas season. Kilar said Amazon is plugging its ability to help new owners of DVD players to build their own collection on the DVD and video home page.

[Back to top](#)

[< back](#)

 Click Here

AE  
G  
The audio  
expai  
divisi  
for s  
a mir  
ence  
of a  
Latin  
retail  
fluen  
comm

MAI

Pre  
Boo  
We  
mar  
Mak  
mer

MAI

MAI

MAI

MAI

MAI

Sub



[Home](#) | [Subscribe to Print](#) | [DVD Exclusive](#) | [Market Data](#) | [Product Digest](#) | [Resources](#) | [Commentary](#) | [Events](#) | [About Us](#) | [Privacy Policy](#)

Copyright © 2002 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.