

US home video spending up for 1st time since 2008

October 31 2011, By RYAN NAKASHIMA , AP Business Writer

(AP) -- In a welcome relief for Hollywood, Americans are finally spending more on home videos.

For the three months through September, spending rose nearly 5 percent from a year earlier to \$3.9 billion. The figures from an industry organization, The [Digital Entertainment Group](#), show the first increase since the recession took hold in early 2008.

While people bought fewer DVDs and made fewer trips to brick-and-mortar rental video stores, they more than made up for it by buying more Blu-ray discs, renting more from kiosks like [Redbox](#) and spending more on mail-order DVDs and streaming videos from Netflix.

Buying [digital copies](#) of movies and ordering them from set-top box video-on-demand services also rose. For the year, though, spending is still down about 2 percent at \$12.3 billion.

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