

1Q US home video spending up 2.5 percent

April 30 2012, By RYAN NAKASHIMA , AP Business Writer

(AP) -- American spending on home videos rose 2.5 percent to \$4.45 billion in the first quarter as the increasing popularity of subscription streaming plans and Blu-ray discs made up for falling DVD sales.

That's according to a report by the Digital Entertainment Group, which is made up of [Hollywood](#) studios and [electronics manufacturers](#).

It marked the first year-over-year gain in two quarters.

Blu-ray disc purchases rose 23 percent to about \$541 million, while DVD sales fell about 7 percent to \$1.51 billion.

Spending on rentals fell 25 percent to \$1.18 billion as people dropped off Netflix Inc.'s mail-order DVD plan and fewer people went to brick-and-mortar rental outfits. Spending at kiosks like Redbox rose.

Spending on digital downloads, subscription streaming services and video-on-demand offerings rose 74 percent to \$1.22 billion.

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