

Source: The Hollywood Reporter This one's not really too much of a shocker but say what you will about the Transformers franchise and Michael Bay, it continues its financial dominance as it takes over the #1 spot in the home video market. The Hollywood Reporter provided details from Nielsen VideoScan amongst other statistical sources indicating that Dark of the Moon has bumped Universal Studios' Bridesmaids from atop the Blu-ray Disc sales charts. The site also reports that Dark of the Moon sits atop the rental charts as well, as Paramount has made this title available to rental retailers on the same day as the Blu-ray release. A practice most other studios shun and delay rental release by a month in an attempt to boost sales to consumers. This practice has bumped Thor to the No. 2 spot but I'm sure Paramount is happy to have both the #1 and the #2

Read more: http://www.comicbookmovie.com/fansites/GraphicCity/news/?a=47674&t=No_Surprises_Here_emTransformers_Dark_of_the_Moonem_Is_1_On_The_Rental_Blur-Ray_And_DVD_Charts_Dethroning_emThorem_In_The_Process