

Warner Bros.' announcement of a "Batman vs. Superman" sequel to Man of Steel at Comic-Con International triggered a 161 percent surge in digital sales of Batman: The Dark Knight Rises in July, setting a record for a full-priced DC Entertainment digital title, Variety reports. The publisher previously mentioned "a huge jump in month-over-month [digital] sales" [...]

Read more: <http://robot6.comicbookresources.com/2013/08/the-dark-knight-returns-saw-161-spike-in-digital-sales-in-july/>