

While we all knew it would make quite a lot of money on Blu-Ray and DVD, it's still amazing to see these numbers for a home release. Harry Potter and the Deathly Hallows - Part 2 was released on November 11th, and according to The Numbers.com, during the first three days, film made \$60.7 million (2.71 million units) on Blu-Ray and \$42 million on DVD (2,82 million units). "It was a record-breaking week on Blu-ray as Harry Potter and the Deathly Hallows, Part 2 made its debut on the home market. That film crushed competition selling 2.71 million units / \$60.75 million during its debut, which is even more impressive, as it was released on Friday and not Tuesday. By comparison, Avatar sold 2.55 million units and generated \$52.80 million during its debut. (It was also a Friday release, so the comparisons are valid.)" Warner Bros. launched a Oscar campaign, for most

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