

According to Home Media Magazine, Joss Whedon's superhero ensemble has topped both the Nielsen VideoScan First Alert chart (which keeps track of overall disc sales), and the Blu-ray specific sales chart as well. Marvel's previous movies also benefited as THOR moved up in the charts to #8, Captain America: The First Avengers to #13, Iron Man 2 to #14, The Incredible Hulk to #19, and Iron Man to #23. All five also ended up in the top 20 list on the Blu-ray chart. 72% of sales came from Blu-ray; a record high for a film released simultaneously on that format and DVD (perhaps proof that the latter is nearing the end of its days). 23% of consumers forked out a little extra for the more expensive 3D version. Coming in at #2 was animated feature, Batman: The Dark Knight Returns - Part 1. A strong start, but Marvel's The Avengers actually

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