

Yes, we knew that The Avengers was going to do big business on Blu-ray and DVD. Still, the numbers have arrived, and they are big. The home media market is not what it used to be, though that shouldn't be a problem for Joss Whedon & Marvel's superhero team-up of a lifetime. The Avengers was released on September 25th in US, and during its first five days (Sep. 25 - Sep. 30), the film managed to make around \$103 million. Of course, the Blu-ray sale played a major part in this. According to The Numbers, it sold 3,389,726 units which equals to \$67.6 million. Plus, it sold 2,086,751 DVD units (\$35.4 million). Quite something, huh? And this is just the first week. Have you picked up your copy yet? Anyway, now that The Avengers have finally assembled, Marvel Studios is gearing up for Iron Man 3, followed by Thor: The Dark

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