

As DCMarvelFreshman revealed in an article back in October, the first trailer for Marvel's The Avengers 3D broke iTunes records after being watched 10 million times. In news which is sure to please the self proclaimed "Nolanites", it is now The Dark Knight Rises that holds that honour after a whopping 12.5 million views in its first 24 hours. Here is the press released from Warner Bros. in full. The new trailer for Warner Bros. Pictures' and Legendary Pictures' "The Dark Knight Rises" smashed the record for most combined downloads through the iTunes Movie Trailers site (www.itunes.com/trailers) and the iTunes Trailers iOS app for iPhone, iPad and iPod touch. The trailer went online at 10:00 Monday morning, December 19, and was viewed more than 12.5 million times in its first 24 hours, breaking the previous record by well over two million. The trailer can be viewed in HD at <http://trailers.apple.com/trailers/wb/thedarkknighttrises/>

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