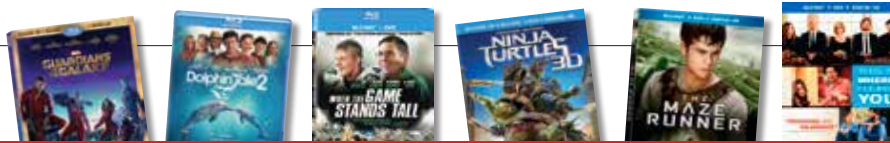


MERCHANDISING



UPCOMING RELEASES

	Best Buy	Target	Walmart	BN.com	Amazon.com
DEC. 9 <i>Guardians of the Galaxy</i> Disney/Marvel SRP \$29.99, \$32.99 BD, \$39.99 3D	\$9.99 \$14.99 Blu-ray \$19.99 3D w/steelbook	\$16.99 \$19.99 Blu-ray \$19.99 3D w/digital featurette	\$14.96 \$17.96 Blu-ray \$21.96 3D w/character cover	\$26.99 \$29.69 Blu-ray \$35.99 3D	\$9.99 \$14.99 Blu-ray \$19.99 3D
DEC. 9 <i>Dolphin Tale 2</i> Warner SRP \$28.98, \$35.99 BD	\$14.99 \$19.99 BD combo	\$14.99 \$22.99 BD combo	\$14.96 \$19.96 DVD w/ <i>Dolphin Tale 1</i> \$24.96 BD combo	\$20.29 \$25.19 BD combo	\$14.99 \$19.99 BD combo
DEC. 9 <i>When the Game Stands Tall</i> Sony Pictures SRP \$30.99, \$40.99 BD	\$16.99 \$19.99 BD combo	\$16.99 \$22.99 BD combo	\$14.96 \$19.96 DVD w/ <i>Rudy</i> \$19.96 BD combo \$24.96 BD w/ <i>Rudy</i>	\$21.69 \$27.29 BD combo	\$16.99 \$19.99 BD combo
DEC. 16 <i>Teenage Mutant Ninja Turtles</i> Paramount; SRP \$29.99, \$39.99 BD, \$54.99 3D	\$11.99 \$19.99 BD steelbook \$27.99 3D BD	\$13 \$17.99 BD combo w/ character covers & exclusive content \$27.99 3D BD	\$14.96 DVD w/digital copy \$17.96 BD combo \$24.96 BD gift set w/figurines \$29.96 3D BD	\$20.99 \$23.99 BD combo \$28.49 3D BD	\$11.99 \$17.99 BD combo \$27.99 3D BD \$98.99 Raphael gift set
DEC. 16 <i>The Maze Runner</i> Fox SRP \$29.98, \$39.99 BD	\$14.99 \$19.99 BD combo w/ebook money	\$15.99 \$19.99 BD combo	\$14.96 \$19.96 w/ <i>Chronicle</i> \$19.96 BD combo	\$20.99 \$23.99 BD combo	\$14.96 \$19.99 BD combo
DEC. 16 <i>This Is Where I Leave You</i> Warner SRP \$28.98, \$35.99 BD	\$14.99 \$22.99 BD combo	\$14.99 \$22.99 BD combo	\$14.96 \$24.96 BD combo	\$21.75 \$21.59 BD combo	\$14.99 \$22.99 BD combo

DECEMBER 23, 2014

THE GOOD LIE
WARNER
Drama; B.O. \$2.66 million
Blu-ray/DVD \$35.99

PRIDE
SONY PICTURES
Comedy; B.O. \$1.45 million
DVD \$30.99, Blu-ray \$34.99

THE TRIP TO ITALY
MPI
Comedy; B.O. \$2.87 million
DVD \$24.98, Blu-ray \$29.98

DECEMBER 30, 2014

THE EQUALIZER
SONY PICTURES
Action; B.O. \$100.77 million
DVD \$30.99, Blu-ray \$34.99

TUSK
LIONSGATE
Horror; B.O. \$1.83 million
DVD \$19.98, Blu-ray \$24.99

ELSA & FRED
MILLENNIUM
Drama; B.O. \$0.2 million
DVD \$19.99, Blu-ray \$24.99

Read our weekly **Projections** column at www.HomeMediaMagazine.com/industry-news/research
Read our weekly **Merchandising** column at www.HomeMediaInsider.com

From 'Guardians' to 'Turtle Power'

BY JOHN LATCHEM

For Marvel's Dec. 9 release of *Guardians of the Galaxy*, Target offered an exclusive bonus featurette through its TargetTicket.com streaming service. Best Buy offered the 3D Blu-ray in a steelbook case designed

to resemble the Walkman prop used in the film. Walmart offered the 3D Blu-ray with a selection of embossed character sleeves, one for each of the five team members. Dec. 16, Target offered a wide array of exclusives for Paramount's *Teenage Mutant Ninja Turtles*.

First, it offered the Blu-ray combo pack (not the 3D edition) in four different character slipcovers, one for each of the Turtles. These special editions also included 30 minutes of exclusive bonus content. In addition, Target offered a free pizza and soda at the Target

Café with purchase of the movie (copies of which were on display at the Café).

Not to be outdone, Walmart offered a gift set of the 2D Blu-ray with four Turtles figurines, and also the DVD edition with a Vudu.com digital copy.

Best Buy's *Turtles* exclusive was the BD combo pack in a steelbook case.

DIGITAL DELIVERY

APPLE ITUNES DOWNLOAD-TO-OWN December 1, 2014		
RANK	TITLE	LABEL
1	<i>The November Man</i>	Fox
2	<i>Guardians of the Galaxy</i>	Disney
3	<i>22 Jump Street</i>	Sony Pictures
4	<i>The Giver</i>	Anchor Bay
5	<i>Maleficent</i>	Disney

Source: iTunes

November 24, 2014		
RANK	TITLE	LABEL
1	<i>Guardians of the Galaxy</i>	Disney
2	<i>22 Jump Street</i>	Sony Pictures
3	<i>The Wizard of Oz</i>	Warner
4	<i>Maleficent</i>	Disney
5	<i>Let's Be Cops</i>	Fox

Source: iTunes

RENTRAK VOD Week ended November 30, 2014		
RANK	TITLE	LABEL
1	<i>22 Jump Street</i>	Sony Pictures
2	<i>Let's Be Cops</i>	Fox
3	<i>The Expendables 3</i>	Lionsgate
4	<i>Tammy</i>	Warner
5	<i>How to Train Your Dragon 2</i>	Fox/DW

Source: Rentrak

Week ended November 23, 2014		
RANK	TITLE	LABEL
1	<i>22 Jump Street</i>	Sony Pictures
2	<i>Tammy</i>	Warner
3	<i>Into the Storm</i>	Warner
4	<i>Maleficent</i>	Disney
5	<i>If I Stay</i>	Fox

Source: Rentrak

RENTRAK VOD + EST* Week ended November 30, 2014		
RANK	TITLE	LABEL
1	<i>Guardians of the Galaxy</i>	Disney
2	<i>22 Jump Street</i>	Sony Pictures
3	<i>... Ninja Turtles (2014)</i>	Paramount
4	<i>The Expendables 3</i>	Lionsgate
5	<i>Maleficent</i>	Disney

*Excludes Universal Source: Rentrak

Week ended November 23, 2014		
RANK	TITLE	LABEL
1	<i>Guardians of the Galaxy</i>	Disney
2	<i>22 Jump Street</i>	Sony Pictures
3	<i>Maleficent</i>	Disney
4	<i>Let's Be Cops</i>	Fox
5	<i>How to Train Your Dragon 2</i>	Fox/DW

*Excludes Universal Source: Rentrak

XBOX VIDEO DOWNLOAD-TO-OWN Week ended December 1, 2014		
RANK	TITLE	LABEL
1	<i>... Ninja Turtles (2014)</i>	Paramount
2	<i>Guardians ... (+bonus)</i>	Disney
3	<i>Atari: Game Over</i>	Xbox
4	<i>Remaking the Legend</i>	343 Industries
5	<i>Dawn of the Planet of the Apes</i>	Fox

Source: Xbox Live

Week ended November 24, 2014		
RANK	TITLE	LABEL
1	<i>Guardians ... (+bonus)</i>	Disney
2	<i>Dawn of the Planet of the Apes</i>	Fox
3	<i>Guardians of the Galaxy</i>	Disney
4	<i>Remaking the Legend</i>	343 Industries
5	<i>The Expendables 3 (+bonus)</i>	Lionsgate

Source: Xbox Live

XBOX VIDEO VOD Week ended December 1, 2014		
RANK	TITLE	LABEL
1	<i>22 Jump Street</i>	Sony Pictures
2	<i>Dragon Ball Z: Battle of Gods</i>	Funimation
3	<i>The Expendables 3</i>	Lionsgate
4	<i>Let's Be Cops</i>	Fox
5	<i>How to Train Your Dragon 2</i>	Fox/DW

Source: Xbox Live

Week ended November 24, 2014		
RANK	TITLE	LABEL
1	<i>22 Jump Street</i>	Sony Pictures
2	<i>Let's Be Cops</i>	Fox
3	<i>How to Train Your Dragon 2</i>	Fox/DW
4	<i>Tammy</i>	Warner
5	<i>Maleficent</i>	Disney

Source: Xbox Live