

# DVD Release Report

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Week Number: 540/541  
 Year 11: Week 20/21

## This Week's Release Activity For DVD, HD-DVD & Blu-ray

DVD Titles In Release  
 Week Ending July 27, 2007

**75142** +304

Combined Net DVD Titles  
 Announced and/or Released  
 Through Dec. 31, 2007

**76092** +450

HD-DVD Title Activity  
 Week Ending July 27, 2007

Released Scheduled

**259** **47**

Blu-ray Title Activity  
 Week Ending July 27, 2007

Released Scheduled

**274** **63**

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 By The Following Companies*



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## WHV Loads Up! Major DVD Push

How many ways can you say "amazing?" That's the question for the new DVD announcements this week from Warner Home Video. They are,



in short, amazing! And that — in and of itself — is still not enough of an exclamation point or superlative to describe what the studio has

See WHV Page 4

## Pirates Sail Home On DVD Dec. 4

That splash you heard was the first brick hitting the retail bucket for this forthcoming Christmas-selling season. What to do? What to do! What to do with all those \$200 million-plus films that this summer box office season is churning out?



Buena Vista has made the first move by staking-out Dec. 4 as the DVD debut date for director Gore

See Pirates Page 42

## Cinevolve Studios

motion picture distribution company. Along with co-founder and president, Nicole Ballivian (also formerly with Cinema Libre), this Hollywood-based entity (cinevolvstudios.com) will deliver six to ten new-to-DVD releases during the company's first year, including two, and possibly three theatrical releases (10 to 15 screen key-market runs).

The focus for film distribution will be for the indie film market, with plans in the works to integrate film-funding and production into the current distribution and acquisition mix. In that regard, web-promos, cross-promotions, social network, along with digital exhibition will be key components in the company's marketing and distribution mix.

The first DVD releases will be announced shortly, and should be available at retail during Q4 ... stay tuned.

Arik Treston, co-founder and CEO of Cinevolve Studios — and former president of Cinema Libre — was at this year's EMA convention to announce the launch of his new full-service



Cinevolve Studios CEO Arik Treston

## Disinformation Co.

The Disinformation Company has an interesting library of DVDs that run the gamut of politics (usually on the left), social statements and topical releases. Some of the company's DVD titles are serious, others poke a satirical jab at begging targets, but the Aug. 14 debut of *911 Mysteries Part 1: Demolitions* is about as goofy they come.



The Disinformation Company's director of marketing, David Samra.

On Sept. 11, 2001, two jet airliners flew into the twin towers of the World Trade Center, but they were not the reason the two buildings collapsed. Honest!

Either a nuclear device was planted in one of the sub-basements (as "documented" by a satellite photo showing the tell-tale signs of such a thing), or both buildings were wired from top-to-bottom with shape-charges that caused them to pancake on demand. Thermite, I tell you! Thermite!

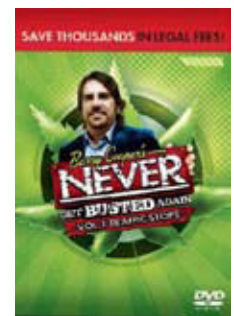
FEMA knew ... it was an inside job — the same people who couldn't get water to the Superdome in New Orleans, pulled off a massive hoax on the American people. Giuliani knew! A massive conspiracy ... what a hoot!

This is an eye-roller that Disinformation should do quite well with on DVD! After all, 911 was an inside job!

911 was an inside job! As Jim Jones once said, "drink up."

Another title on the release docket that the company should score nice numbers with is the Oct. 23 DVD debut of *Barry Cooper's Never Get Busted Again #1: Traffic Stops*. Too bad it arrives too late to help Paris Hilton or Lindsay Lohan ... we all know they could have used the tips here from Cooper, a former Texas law enforcement veteran, who uses his street savvy experiences to provide over 90-minutes of "one on one training."

Everything from how to conceal your stash and fool the K9's to tips on how the police can tell you are lying. Cool ... party on!



## DV&A - First National

with two *Yoga for Golfers* DVDs, streeting Aug. 14. Golf Channel fitness expert Katherine Roberts leads viewers through a one-of-a-kind yoga-based fitness routine fit to a golfer's regular training. *More Power* and *Distance* and *Lower Your Score* are the DVDs, which include a bonus poster with 25 moves.

We'll also see two Bollywood fitness titles in December, *Belly Baby* and *Bollywood Blast*, featuring the "Bellytwins" Neena and Veena. *Belly Baby* has Neena showing how expecting mothers can stay fit using yoga, dance and weights. *Bollywood Blast* features Veena mixing yoga and classical Indian dance into one routine. Bonus footage of the Bellytwins' stage show *Hooray for Bollywood!*

DV&A/First National Pictures fitness titles in the pipeline, starting



DV&A's COO Brad Kugler and president Ryan J. Kugler.