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Profiting from New Release DVDs

By Brent Crouch

The wholesale price of new release dvd's is the driving force that propels many sellers to purchase every single dvd wholesale list they can find. Many have already found the largest dvd wholesaler, but are convinced there must be some other secret dvd supplier out there.

I admit, I was just as shocked as anyone to discover the wholesale cost of new release dvd's. We all have some expectation that new release dvd's must be available at a very low cost. Otherwise, how would so many sellers on ebay be offering them for a few dollars each?

NEW RELEASE DVD'S ARE AT A PREMIUM

My research has proven to me that new release dvd's are high demand no profit titles. If you will research the auction of ebay's top dvd sellers, you will not find any selling new releases. The reason is simple. There is so much competition for new release dvd's, there just isn't any money to be made selling them.

There are several important reason why an item as popular as a new release dvd would yield no profit to a dvd seller.

1. Unless you have millions of dollars to spend, you have to buy your new release dvd movies from one of the three main dvd suppliers in the United States. For the huge box stores like Wal-mart, they have enough volume to buy directly from the studios. They are able to bypass the middle man and buy these movies at the same cost paid by the big distributors.

Typically, these huge box store will advertise new release dvd's at cost. They simply use them as a loss leader to get buyers in their store. They know if you come in to buy a new release, chances are you will buy other items they will make a profit from. This is why you will find Wal-Mart will sometimes have new releases cheaper than we can buy them from one of the dvd wholesalers.

2. The second reason is new release dvd's are not just in demand with the public, they are in demand with the bootleggers as well. A bootlegger can make a new release dvd with the cover art for as little as

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\$1.50 each. These illegal counterfeits usually go on sale before they are even officially released to the public.

You can't compete with a bootlegger that is creating movies on a computer for \$1.50 each.

HOW DO EBAY SELLERS SELL NEW RELEASES SO CHEAP?

1. A lot of sellers are actually buying new releases at Wal-Mart and reselling them on ebay. This is not my method of choice. I just avoid new releases altogether. But I have ran into several sellers so intent on selling them, this is the method they use.

2. Some of the big sellers may be using them as loss leaders like Wal-mart. If you were selling 10,000 dvd's a month you were making money from, you could afford to sell 100 – 200 new releases at cost.

3. I'm of the opinion that a very large portion of the new release dvd's available on ebay are counterfeits. One of the giveaways are dvd auctions that include any of the following in the description: DVD-5, import, doesn't include the case, shipped in plastic sleeves, shipped from China, Philippines, Malaysia, or some other third world country.

DON'T WASTE YOUR TIME ON NEW RELEASE DVD'S

The large suppliers in my directory will offer you new release dvd's. These are the same distributors that supply new releases to all the dvd rental stores. So they are available if you are set on selling them. However, I would encourage you to focus on picking profitable titles you can use to start and grow your dvd business.

Sincerely,

Brent Crouch

<http://www.jillianentertainment.com/Articles/noprofitnewreleasedvd.html>

Brent is the owner of

Jillian Entertainment

. He has spent the last 3 years teaching others how he took

his startup business to over 1.5 Million Dollars in revenue selling CDs and DVDs.

DVD ROMs

By John Gibb

Profiting from New Release DVDs

DVD CD ROMs have become predominantly the most used CD drive for desktop and notebook computers. They are very reliable and now come as a standard in most computers. If you are looking for a laptop then make sure it has a DVD ROM, this will give you extra speed for normal Cds, and you will be able to watch your favourite DVDs while you travel.

I often sit up late watching DVDs on my laptop after a hard working day.

If you are interested in Desktop computers, then the DVD drive will enable you to watch your favourite DVDs on your monitor. I currently have a 21-inch monitor and a 5.1 computer surround kit. This brings DVDs to life and acts just like a home cinema system, however the quality is even better.

Most DVD ROMs will come in speeds ranging from 4 to 10 speed. This is more than adequate to watch the latest DVDs, play the latest games, and use and install the latest software. Normal CDs can only perform at a certain speed, and it is a lot lower than what the DVD ROM offers. I hope you have a better understanding of why DVD ROMs are now used more than a normal CD nowadays. It is basically all part of bringing a home entertainment system at the best quality closer to everyone.

This is one of the unique articles posted weekly on

<http://www.computer-and-printer-reviews.com>

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John Gibb is currently the webmaster of several guide websites.

<http://www.computer-and-printer-reviews.com>

is his latest addition.

DVD ROMs

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