

Rental vs. Retail DVDs (as of January 2010)

In October some movie studios began releasing DVDs in 2 versions. These are being referred to in the industry as Rental and Retail. The studios' goal is to differentiate between their markets in order to drive up sales; rental companies, such as Blockbuster, are trying to stay relevant.

Who's Doing This? Twentieth Century Fox (Others may follow)

	Rental	Retail
Release for sale	Generally before retail	Generally several weeks to months after rental
Availability	Rentals will only be available until the Retail sales begin. After that there is no way to replace or buy another rental copy.	
Differences	Extra movie previews; No commentaries, deleted scenes, etc. Also may not have as many language options or closed captioning	Has the commentaries, languages, etc., that everyone is used to
Pricing	Generally Rental seems to be higher in price	
Vendor Information	Baker & Taylor sells rental copies Midwest Tapes sells rental copies	Baker & Taylor sells retail copies Midwest Tapes sells retail copies Ingram and Amazon also currently sell retail copies

Some Potential Problems

- Will patrons get what they expect from the DVDs if they end up with a rental instead of a retail version?
- As separate items with different information, a rental and a retail DVD need separate bib records. What if one or two libraries get hit with a zillion holds because their copy shows up first in an InfoSoup listing?
- If we combine bibs, InfoSoup will provide incorrect or misleading information for some of the items.

What to Do?

Recommendation: buy Retail versions whenever possible. We haven't come up with a cataloging plan yet but are discussing it. We wanted you to know that we're aware of this situation—and the problems. Please make sure your acquisitions staff also knows about the differences in Rental and Retail DVDs.