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Disney sells five million iTunes movies

Wants strong online presence

by Amy-Mae Elliott published on 4 August 2008

Walt Disney has confirmed that it has sold more than five million movies via Apple's iTunes online store.

Company president and CEO, Rob Iger, revealed the figure when questioned by an analyst during the company's third quarter financial conference call.

Iger said that online sales were important to Disney: "Unless we occupy space in those platforms, the company will be, and other companies in the traditional media space, will be marginalized".

In addition, the Disney exec said: "more and more people are migrating online or to their computer to access both information and entertainment", and "that the Walt Disney Company would be served well by having a very strong presence in that environment".

In May 2007 iTunes sales for Disney totalled 23.7 million television episodes and two million movies, suggesting a strong growth in the last year.

