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Disney sells millions through iTunes

23.7 million TV shows and 2 million movies to be exact

by Amy-Mae Elliott published on 11 May 2007

Figures have been released from The Walt Disney Company's most recent fiscal quarter, and the company have reported very strong sales through Apple's iTunes store, totalling 23.7 million television episodes and two million movies, according to Disney CEO Bob Iger.

Last November, only a month after Disney movies were available on iTunes, Bob Iger reported that Disney had sold close to half a million films while ABC TV, a Disney subsidiary, had sold about 12 million TV shows through the iTunes Store since the service began offering television programmes for download.

Things were still looking good as of February 2007, with the follow up news that Disney had sold 1.3 million films through the iTunes Store. Obviously slightly down on earlier results but still strong enough to show that the previously impressive figures weren't all down to the novelty, or excitement of the films being launched on the service, although Christmas may have played a part.

To put these figures in perspective, music sales are still firmly leading over TV and film downloads - iTunes has sold more than 2.5 billion songs since it opened.

For the remainder of 2007, Disney's "Pirates of the Caribbean: At World's End" and Pixar's newest endeavour "Ratatouille" should keep the figures healthy.

