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In a time when the home entertainment market does not seem to be at its best (only in 2010 the crisis that had already begun in 2007 has attenuated), the hope is that of boosting sales at least when it is Christmas time. DVDs of movies, TV series and music videos are still an appreciated Christmas gift, a good idea for both children and adults. This is why, before Christmas, specialised shops and online stores begin to be invaded by new releases, just as happens with the music market, which in times of crisis relies on luxury boxes and special editions of historical records to benefit from a time of the year when people are more willing to spend more money than usual and revive the fortunes of a sluggish market.

Also this Christmas this tradition seems to be confirmed, and you only need to have a look at the titles of DVDs that have just been released or that are going to be released soon to realize that also this year most of us will find one of these products under the Christmas tree. Products that not many people buy for themselves, perhaps, but which are always appreciated when other people pay for that!

Letâ€™s begin with children, the stars of Christmas and special fans of DVDs. They will certainly enjoy the DVDs of some movies that have been successful at the cinema and that they look forward to watch over and over again (parents will be happy): on the 6th of December a normal and a 3D version of Kung Fu Panda will be released in Italy, and on the same day it will be possible to buy a special box containing the DVD of the movie Rio, one of the best-known animated films of the last few months, and an extra DVD of a movie starring the characters of Ice Age dealing with Christmas preparations. In alternative, you can choose another special box with the three episodes of Ice Age. It has already been released, but it will probably undergo a surge in sale just before Christmas: Harry Potter and the Deathly Hallows, the last chapter of the series of the most famous wizard in the world, will certainly be an appreciated gift.

There is something brewing also for the grown-up: those who love strong emotions might receive the DVD of Saw: The Final Chapter, while if you prefer American comedies you might appreciate Bad Teacher or Bridesmaids. Other interesting DVDs are Captain America and the French film The Tree. Also Italy has much to offer: to the Italian movies that have been recently released and that you can now find on DVD belong titles like Tutta colpa della musica, The Last man on Earth and Cose dellâ€™altro mondo.

Not only movies: Christmas can also be the right chance to give a music DVD as a present: from Take Thatâ€™s Progress Live Tour to Andrea Bocelliâ€™s concert in Central Park and Queen â€“ Days o
Lives, there is something for every taste.

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