**DVD And Blu-Ray Still Generating $1.34 Billion In Annual Sales**

A recent Circana study proclaimed that "the DVD and Blu-ray Disc industry still generates $1.34 billion annually in the U.S." But if you're left wondering if Netflix just left a perfectly viable physical disc rental operation behind when it announced a few weeks ago the coming shuttering of its DVD.com business, know that this headline is at least a bit deceiving.

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[*https://www.nexttv.com/news/dvd-and-blu-ray-still-generating-dollar134-billion-in-annual-sales?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_medium=email&utm\_content=EC4ECFA2-BE75-46E7-938F-467653EE6F05&utm\_source=SmartBrief*](https://www.nexttv.com/news/dvd-and-blu-ray-still-generating-dollar134-billion-in-annual-sales?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_medium=email&utm_content=EC4ECFA2-BE75-46E7-938F-467653EE6F05&utm_source=SmartBrief)

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