

Special Editions / Bonus Content

Special Editions

Almost 5m deluxe titles sold in past 12 months

The success of 'special edition' titles - which can be either new versions of recent releases featuring extra material, or overhauls of classic catalogue - has been especially noticeable in the last year. From titles packaged with bonus DVDs (such as the most recent releases by Kylie Minogue, James Blunt and Justin Timberlake, or reissues by The Lemonheads and Billy Bragg) to entire discs worth of extra audio material alongside the regular album release, the market for special editions has expanded considerably.



Both catalogue and new release titles are now being packaged with bonus DVDs

Bonus DVD albums

Although all 'special edition' albums cannot be easily identified on the OCC database, those titles issued with a bonus DVD can. **Sales of Bonus DVD releases reached 3.3m** in the 12 month period ending in May 2008, up from 2.4m a year previously - an increase of over 35%. This included the hugely successful *Traveling Wilburys' Collection* and the tour edition of Take That's *Beautiful World*. These releases have taken a variety of forms, from complete revamps and reissues of previously

Bonus DVD albums

	Sales	Market %
12m end May 07	2.434m	1.6%
12m end May 08	3.296m	2.5%
% increase	+35.4%	

deleted catalogue to including a DVD with a new release. One example of the former is the aforementioned *Traveling Wilburys* set, which packaged together their two long-unavailable studio albums with a DVD featuring the band's video clips along with rare behind-the-scenes footage. Highly successful examples of the latter include Daniel O'Donnell and Mary Duff's *Together Again* (issued with a



Over 90% of sales of the *Traveling Wilburys' Collection* were on the 'bonus DVD' format



Led Zeppelin's *Mothership* was made available as a both a standard release and a 2CD/1DVD set

concert DVD) and the recent Led Zeppelin retrospective *Mothership* (available with an extra DVD of live material). Whereas such packaging might once have been seen as more suitable for niche releases aimed at artist fanbases and collectors, titles such as these have shown that expanded formats can have mainstream appeal. That is not to say that collectors, catalogue buyers and

audiophiles are no longer being catered for, however - the DVD format (as well as hybrid SACD) is being used increasingly to issue surround sound remixes to the latter audience, as evidenced by the recent programme of Genesis reissues and the latest album by Roadrunner signings Opeth.



Opeth's new album *'Watershed'* was issued as a limited edition with an extra DVD featuring a 5.1 surround sound mix

Deluxe albums

As well as the development of albums with extra DVD material, record companies have increasingly been looking at ways to add extra audio value too. The 'tour' and 'deluxe' versions of *Call Me Irresponsible* by Michael Buble and Amy Winehouse's *Back To Black* respectively have proven the most popular examples of such releases, both featuring an added disc of extra tracks, live versions and remixes. Around **1.6m special edition CDs** such as these were sold in the 12m ending in May 2008, with more and more companies testing the waters, some now adding both extra audio and DVD discs in the same package (as with recent reissues by U2 and Simply Red). The release programme in recent months has looked especially healthy, with catalogue from Elton John, Elvis Costello and Paul Weller all repackaged, as well as cult figures such as Dennis Wilson.



Special edition/bonus DVD top sellers - 12m ending May 2008

Pos	Pos	Title	Artist	Company	Sales
1	8	Call Me Irresponsible - Tour Edition	Michael Buble	Warner Bros	698,880
2	14	Back To Black - Deluxe Edition	Amy Winehouse	Universal Island	600,852
3	27	Collection	Traveling Wilburys	Rhino (Warners)	411,054
4	32	Beautiful World	Take That	Polydor	366,676
5	72	Thriller 25	Michael Jackson	RCA Label Group	202,371
6	80	One Chance - Christmas Edition	Paul Potts	RCA Label Group	186,184
7	106	The Ultimate Hits	Garth Brooks	RCA Label Group	135,723
8	120	Together Again	D O'Donnell/M Duff	Rosette	121,018
9	121	Mothership	Led Zeppelin	Rhino (Warners)	121,009
10	167	The Collection	Simon & Garfunkel	Columbia Label Group	84,521