

Title:

Ipod Video Sales

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Summary:

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Keywords:

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Article Body:

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Some researches show that instead of the iPod video success and publicity the Amazon online store the most popular iPod is the nano model. However, the sales are ahead expectations and in the case of other stores are outselling the popular iPod nano. These high sales may be due to the high storage capacity, video features and reasonable prices. From this point of view, a selection of users may be made, as the nano edition iPod attracts more MP3 users. Therefore, a new trend and a new profile of user appeared taking into account the high sales for the new video iPod.

Another aspect of the great sales concerns the fact the new iPod video is not a

competitor for the TV industry, but more a complementary device. Although the rating of some TV shows or films may lower, the iPod video may also contribute to the fame extend of some TV shows or films. The sales may be also triggered by the trendy urban lifestyle and capacity of influencing the preferences and needs of the others. The fact that the episodes of the TV series such is the case of "Lost" or "Desperate Housewives" may have contributed to the great success and great sales of the new edition of the iPod.

Other sales were going up as they developed from the new edition of the iPod and this is the case of the iTunes Music Store. In this type of store you may buy episodes of the famous TV series, music videos and pictures. The parallel development of two complementary services - the handheld video device and the special store for it - is a great achievement. Besides, the iPod is the best selling music online store and it will probably be the best music video online store. The sales may also rise due to the new available TV series or TV shows of the famous TV Channels.

Taking into account the fact that the iPod is the best seller in the United States, being the most successful music player, it was easy to predict high sales for the new edition, even it is a video iPod. The prices were lower as the lower-cost players were introduced on the market in the last years, but the nano edition has increased the prices. With the new iPod video the price has been pushed beyond the average selling price.

That is why the sales of 100 iPods every minute may seem not surprising at all and sales of 14 millions in the first quarter of the fiscal year 2006 are considered not bad at all for such a company. The sales for the iPod video may also rise together with the spreading worldwide of the popularity of this edition of iPod <http://www.reviews7.info> .

However, the iPod video doubles the Apple's sales. The sales were made skyrocket due to the great success of the new iPod video outselling in some cases other types or editions of iPods. Nevertheless, the maximized sales are due to the new video features, longer battery life, more options and more memory space enough for a lot of music, music videos, TV shows and episodes, and even lots of photos for the photo album. These features and improvements make the new iPod video so popular and fashionable. These aspects and others (games, possibility of checking the e-mail, possibility of finding out the time in other cities and other useful features) suit very well the contemporary lifestyle.