

## Bennett Marine Video Hits 1M GPS DVD Sales

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For inspiration, niche DVD franchises need look no further than Venice, Calif.'s Bennett Marine Video.

The company announced this month it had sold its one millionth Global Positioning System instructional DVD. With personal GPS units, mostly for the car, selling crisply over the past year, the company piggy-backed on consumer demand, offering specific DVDs tailored to specific GPS units, such as Garmin and Tom Tom. The company reported that one retailer relayed that for every three GPS units purchased, one of Bennett Marine Video's DVDs was snatched up as well.



"Annual worldwide GPS shipments are expected to exceed 50 million a year in 2011, versus 14 million in 2006, so we are still very early in the growth curve," said BMV CEO and founder Michael Bennett.

In addition to successful co-merchandising, Bennett said the company also found a demonstrable reduction in GPS open-box returns when their DVDs were placed next to the units at point of purchase.

Next, BMV will target the driving masses with a comprehensive GPS title, *The Driver's Guide to GPS*. It streets Nov. 27 with at \$14.99.

"These are titles that when you think about it, they would be low velocity in the video section," said David Vasile, president of Dazzle Entertainment, which consulted on the GPS DVDs with BMV. "[1 million DVDs sold] is amazing. They add incremental dollars out the door with [a GPS unit purchase]."