

Top Five Reasons To Go Digital



The hit movie “How to Train Your Dragon 2” is just a click away when you buy digitally.

(NAPSA)—These days, we have “smart” everything—smart cars, smartphones, smart televisions—but it seems most Americans still don’t feel quite as smart as their electronics when it comes to downloading digital movies. Most of us don’t think twice before downloading a song or even a full album; we’ll download apps until our thumbs are sore, and according to a 2013 study done by the PEW Research Center, nearly 60 percent of Americans think online dating is a great way to meet people—and yet, for some reason, most of us still don’t know how easy it is to purchase movies online. Well, it’s time to change that. Here are the top five reasons to go digital with your film library.

1) **The Cool Factor**

Whether you’re the world’s biggest fan or a parent trying to get a jump on movie night, buying digital allows fanboys and families alike to be the first to get the newest blockbusters, often well in advance of the traditional in-store sale. For example, DreamWorks Animation’s “How to Train Your Dragon 2,” one of the most anticipated movies to own, is not coming out on Blu-ray/DVD until November 11...but do you know when it’s available digitally? It’s available for you to watch right now! Grab that popcorn, invite your kids’ friends over, and get instant ranking as the coolest parent on the block.

2) **Instant Gratification**

When your family wants to watch a new movie RIGHT NOW, not only do you not need to hunt down your favorite title or wait for a disc to be delivered from an online store—when you buy digitally, you can go from click to watch in less than a minute. Gone are the days when downloading was slow and cumbersome; now you can own and stream a movie in less time than it takes a DVD to load.

3) **Did We Mention It’s EASY?**

Despite what many people think, there is more than one place to buy a movie digitally. While iTunes is indeed one of the largest digital stores, depending on what device(s) you have, you can also buy movies online from other digital retailers such as Amazon, Google Play, VUDU, and Xbox Video, as well as devices like Apple TV. In almost any case, from powering on to watching a movie, you’re usually less than three clicks away.

4) **Any Device, Anywhere...**

Kids today aren’t used to being bound by the power cord and more often than not will choose to watch their favorite movies on tablets and phones over the traditional television. When you buy a movie digitally, you can create an instant theater on any device linked to your account including tablets, smartphones, computers and Internet-connected TVs, so you can watch in any room in the house—or even on the road! When you purchase your movies digitally, they can go where you go—no extra baggage required.

5) **All the Perks...and Then Some**

Not only do you get early access and an incredibly high-quality viewing experience, your digital purchase comes with all the special content exclusive to the home entertainment release. For example, “How to Train Your Dragon 2” is accompanied by hours of bonus materials including four exclusive featurettes, deleted scenes and a 60-minute behind-the-scenes documentary about the making of the film.

By going digital, you might say great entertainment can always be at your fingertips. After all, if we live in an era in which cars can park themselves, don’t we owe it to ourselves to make our film collection a little smarter?