
wholesome family movies semi-OT: DVDs are a MAJOR profit center for Universal, et

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The following appeared in the Los Angeles (CA) Times, Tuesday, 24-April-2001, on their web page at URL <http://www.latimes.com/> Tuesday, April 24, 2001 THE BIG PICTURE DVDs Turn America's Living Rooms Into a Major Profit Center By PATRICK GOLDSTEIN Is Nutty Professor II: The Klumps a big-hearted comedy that's geared for the whole family? Or is it a raunchy, off-color laugh fest that would send your mother-in-law running out of the living room in shock? It all depends on which version of The Klumps you find at your local video store. Last December, accompanied by an ad campaign positioning it as wholesome family entertainment, the PG-13-rated Nutty Professor II debuted on home video, selling 5 million VHS copies and 1 million DVDs. Next month, Universal Home Video is releasing the movie again on DVD, only it's not a family movie anymore. It's Klumps Uncensored: The Director's Cut, with R-rated scenes that weren't in the film when it was released in theaters last summer. Universal is betting that there are so many new DVD buyers in the market today that it can sell another million Klumps DVDs the second time around. In the old days of home video

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