

NATIONAL CONSUMER LAW NOW IN PLAY

The introduction of the Australian Consumer Law (ACL) on January 1 this year has brought both benefits and greater responsibilities for video rental companies.

National operators now have common responsibilities for all their outlets across the country, while smaller video rental businesses are recognised and protected as consumers in some circumstances.

The ACL has also heralded changes in debt collection and receipts (proof of transaction) requirements.

All suppliers, including video rental companies, must now provide proof of transaction – such as a GST invoice, cash register receipt or credit card statement - to consumers for goods or services valued at \$75 or more (excluding GST). Businesses must provide this as soon as possible after the transaction is conducted.

The ACL also requires suppliers to provide proof of transaction for goods worth less than \$75 within seven days, if the customer asks for it. The customer can also ask for an itemised bill that shows how the price was calculated; but they must do so within 30 days of supply, or when they received the bill.

The itemised bill must be in plain language, legible, clear and issued without charge.

The ACL has strict requirements for debt collection. It is unlawful to use physical force, coerce or unduly harass someone about the supply of, or payment for, goods or services.

Most video rental businesses sell goods and provide services (hiring out DVDs and equipment). Under the ACL, all businesses automatically give certain 'consumer guarantees' when they provide goods or services to consumers – regardless of any other warranty.

All Australian courts and tribunals can enforce the ACL. The regulators of this law include the Australian Competition and Consumer Commission, the Australian Securities and Investments Commission, and each state and territory government's fair trading agency.

These agencies have developed guides to the law, to help businesses and legal practitioners understand their rights and responsibilities.

For more about the ACL, or a copy of the guides, visit www.consumerlaw.gov.au

AVRRA Board Confirms Membership Fees Will Remain Unchanged

The AVRRA Board at the recent Board meeting held on the 19th May 2011, confirmed the membership fees would remain unchanged. The Board noted this would be the fourth straight year that membership fees have not increased, a great achievement on behalf of our members. The Board understands how tight business is at present for our members and although the coming years budget presented some tough decisions, the Board is very pleased that membership fees will remain unchanged.

Membership Fee Schedule 2011/2012

\$192.00 (including GST)

To stores who pay their membership through their Group Head Office.

Note: Multiple Store owners

*Additional stores under the same name or ownership
\$94.00 (including GST)*

AVRRA Members Guide To Reporting Parallel Importation & Piracy Offences

The purpose of the guide is to provide AVRRA members with the procedures to be followed when reporting Parallel Importation and Piracy offences.

PARALLEL IMPORTATION OFFENCES

Offences of parallel importation should be reported to The Australian Federation Against Copyright Theft by emailing jennifer.wright@afact.com.au.

The email should include the following evidence.

- The trading name and address of the premises committing the offence
- Photographs of non-region 4 disc's inside the premises
- Receipt of a purchase of the non-region disc's

Upon receipt of this evidence the Australian Federation Against Copyright Theft will send out an appropriate letter advising the premises/owner that they are committing an offence under Commonwealth of Australia law.

PIRACY ACTIVITY IN GENERAL

The act of selling pirated material is a criminal offence and as such the Australian Federation

Against Copyright Theft recommended guidelines for reporting such an offence is.

- Report the matter immediately to the local police
- Clearly explain how this particular crime directly impacts on your livelihood
- Inform the police who AFACT are and how they would be able to assist pre and post enforcement.

AVRRA recommends that members follow up with the local police after reporting any offence to see what if any progress has been made. The best results in regards prosecutions of these illegal activities have come after members have made regular follow ups with the local authorities and representations to the local Member of Parliament.

The Australian Federation Against Copyright Theft have developed a "Police and Prosecution Guideline package which explains the piracy ecosystem and what state and commonwealth legislation is available to law enforcement agencies.

AVRRA Writes To All Distributors Encouraging Use Of The "Rent Or Buy" Tagline

As part of the AVRRA action plan the Association wrote (see extract below) to all Distributors seeking/reaffirming their commitment to using the 'Rent or Buy' tagline on all of there product advertising. AVRRA is pleased to inform it's members the responses so far are very positive with commitments from

- Anchor Bay
- 21st Century Pictures
- 20th Century Fox
- Universal
- Visual Entertainment
- Peacock Films

- Paramount
- Reel DVD
- Icon Films
- Shock Films
- Opal

Of course we will be following up on those Distributors who have not responded as yet and hopefully this initiative will become the industry standard and included on all advertising of product.

Story continued on next page..

Extract of AVRRA's letter to all Distributors..

“ I am writing to you on behalf of the Board of Directors in relation to the advertising tagline “Rent or Buy It”.

The Association raised the suggested advertising tagline “Rent or Buy It” in the middle of 2005 to the industry in a concerted effort to ensure the rental channel remained on a level playing with the then rapidly growing retail market. At that time the Board of Directors actively spoke to all major distributors resulting in a unified commitment and approach that the word “Rent” would be included in all product advertising.

Statistical evidence/data [from our members] clearly indicates that a title with the word “Rent” [included in the advertising tagline “Rent or Buy It”] on all promotional advertising translates into significantly increased rental activity and profile for the title. The increase in profile due to increased rental activity invariably increases the retail activity accordingly.

With the lapse in time [since 2005] the Board of Directors have noticed that more often now promotional advertising of product is not carrying the word “Rent”. The rental industry is facing many challenges in the market place and the Association, on behalf of its members, is again seeking your commitment to support the rental channel to both rent and sell your movies and include the word “Rent” on all your promotional advertising of product.

To many this would seem trivial but to our members it has a significant effect on the sustainability of all our businesses.

The Board of Directors wishes to take this opportunity to thank those distributors who have embraced and supported this initiative in the past. **”**

OPERATOR OF ILLEGAL DVD BURNER LAB CHARGED WITH COPYRIGHT, FIREARM & DRUG OFFENCES

Sydney: On 27 May, Campsie Police Detectives supported by investigators from the Australian Federation Against Copyright Theft (AFACT) conducted a multiple search warrant operation on a vehicle and a residence in Condell Park in Sydney's western suburbs, and subsequently arrested a man on movie copyright, firearms and drugs offences.

The operation followed a lengthy enquiry by investigators from AFACT into a suspected commercial-scale illegal DVD manufacturing racket following information received from a member of the public.

Police seized over 8,500 illegal movie DVDs and a sophisticated illegal DVD manufacturing lab involving 18 DVD burners, printers and computer equipment able to produce illegal DVDs on a mass scale. Police also discovered four firearms, methyl amphetamine with an estimated street value of more than \$10,000, and almost \$25,000 in cash.

The 57 year old male was subsequently charged with multiple offences including manufacturing and distributing infringing DVDs, the supply of an indictable quantity of a prohibited drug and possession of unauthorized and unregistered firearms.

Movie titles seized in the Police operation included illegal copies of *The King's Speech* and *Pirates of the Caribbean: On Stranger Tides*, and *Water for Elephants*. The latter two films are currently screening in Australian cinemas and neither are yet available legitimately on DVD.

Andrew Mackie, Managing Director of Transmission, the Australian distributor of *The King's Speech*, said that he was disheartened by the continued theft of movies and television programs: “Transmission is incredibly proud to play a part in bringing this Oscar-winning film to Australian viewers. The success of the film is in part due to the important creative contribution made by Australian actors, producers, distribution and cinema personnel. Movie theft threatens Australia's screen communities and local businesses and it is important that all movie lovers play a part in preventing it.”

Neil Gane, Executive Director of AFACT said, “This is not the first time we have come across individuals or crime groups using both movie theft and drug trafficking as their preferred illegal fundraising activity. We commend the action taken by the NSW Police which has resulted in the arrest and eradication of a drug trafficking and movie theft racket.”

POLICE SEIZE OVER 10,000 ILLEGAL MOVIE DVDS AND 55 DVD BURNERS

Melbourne: On 4 April, officers from Hume CIU, supported by investigators from the Australian Federation Against Copyright Theft (AFACT), raided an illegal movie DVD manufacturing operation in Meadow Heights in Melbourne's north, seizing over 10,000 illegal movie DVDs.

Police also seized 55 DVD burners, \$6,600 in cash and 11 hard drives amounting to at least 5 terabytes of data.

Movie titles seized in the raid included copies of the Oscar winning *The King's Speech*, along with copies of *Battle: Los Angeles* and *Sanctum*, which are all currently showing in Australian cinemas and are not yet available legitimately on DVD.

The raid followed an investigation by AFACT investigators that indicated that a man was burning copies of the

illegal movies at his residence and selling them to members of the public from his garage.

AFACT will allege that this operation was set up as both an illegal DVD manufacturing base and an outlet to sell the illegal discs. AFACT will also allege from records obtained during the search that the man operating the racket had made over \$70,000 from the illegal sale of DVDs within the past 12 months.

Following the raid, the Australian director of Sanctum, Alister Grierson, said: "Making Sanctum was a labour of love and was only possible with the contribution of our highly professional, hardworking crew. We hope that movie-lovers chose to enjoy the film legally at the cinema, on DVD, or via legitimate online services. In addition, we hope that people acknowledge that we can only

make more films employing more Australians if the money made from the film goes back into the hands of the film's investors and not into the hands of those who are copying and distributing the film illegally."

Commenting on the police action, Neil Gane, Executive Director of AFACT, said: "We commend the Victorian Police for their actions yesterday. This was a sophisticated illegal movie DVD manufacturing operation that included computer equipment, printers and high capacity storage devices along with 55 DVD burners with the potential to burn off thousands of illegal movie DVDs a week.

The commercial scale of the operation was designed to reap maximum profits from an illegal act and we welcome its demise."

BACK-OF-VAN MOVIE THIEF ARRESTED BY POLICE

Sydney: Tweed Heads police detectives raided a residence in Tweed Heads today, arresting one man and seizing over 1,000 illegal movie DVDs, DVD manufacturing equipment and eight A4 folders comprising more than 500 illegal master movie titles.

The raid followed an enquiry by investigators from the Australian Federation Against Copyright Theft (AFACT) into a man suspected of selling illegal DVD copies of newly-released movies from his vehicle in an area stretching between the mid-North NSW coast and Southern parts of Queensland.

Movie titles seized in the Police operation included illegal copies of *Thor*, *Fast & Furious 5* and *Rio*, which are all currently screening in cinemas across Australia and are not yet available legitimately on DVD.

Commenting on the Police operation, the owner of a video store in Narang who did not want to be named, said, "No-one should have to try and run a small business in competition with criminals. While we provide good quality service to our community, create full-time and part-time jobs and pay taxes to government – movie thieves profit from the hard work of others and give nothing back to

our community."

Neil Gane, Executive Director of AFACT said, "Today's operation by NSW Police is highly commendable. Local family-run businesses are under constant threat from people intent on profiting from movie theft. Only last week, a Blockbuster movie rental store in Keilor East in Victoria had to close its doors after twenty-eight years in business because the owner said he could not compete with rampant movie theft. Movie theft is not a victimless crime."

A man was arrested and charged on offences relating to the Copyright Act.

AUSTRALIAN LAW REFORM COMMISSION APPOINTS PROFESSOR TERRY FLEWS TO HEAD THE REVIEW INTO THE CLASSIFICATION ACT

Professor Terry Flews of the Queensland University of Technology has been appointed as Commissioner of the National Classification Scheme inquiry to be conducted by the Australian Law Reform into the Classification Act and Broadcasting Services Act.

Professor Flews expects the review to not only look at new forms of content and delivery formats but to broaden the review to encompass and include international trends. It is believed the review will be consulting with all the various stakeholders and after the issue and discussion papers are released mid this year and the final report is due in January 2012.

For further information go to www.alrc.gov.au/inquires

FILM AND GAME CLASSIFICATIONS EXPLAINED



G is an advisory classification. The content is very mild in impact. **G** films and computer games are of general viewing and available to be viewed by children.



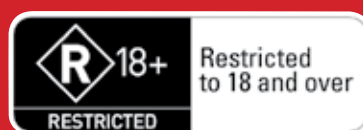
PG is an advisory classification. The content is mild in impact but contain material that a parent might need to explain to a younger child.



M is an advisory classification. The content is strong in impact and are not recommended for children under 15 as a level of maturity is required



MA15+ is a legally restricted classification. The content is strong in impact and are not suitable for people under 15. A person under 15 cannot purchase or rent a **MA15+** film or computer game unless accompanied by a parent or an adult.



R 18+ is a legally restricted classification. The content is high in impact and are not suitable for people aged under 18. People aged under 18 cannot purchase or rent an **R 18+** film. There is currently no **R 18+** classification for computer games and therefore banned in Australia

For further information about the National Classification Scheme go to www.classification.gov.au

ROCKET

Next Generation Video Software



TECHNICAL SERVICE BULLETIN

May 2011

- * Another day, another new version of **ROCKET**
- * **ROCKETTXT** upgrade makes it smoother, sleeker, quicker
- * The death of **VIDEOMINDER** is upon us
- * **ROCKET** website application underway

ROCKET NEW VERSION 3.02 BRINGS ANOTHER RAFT OF NEW AND IMPROVED FUNCTIONS

THE LATEST update of **ROCKET**, version 3.02, has started being downloaded by stores (see panel opposite on getting it off our website). If you are running version 3.00 and are wondering what happened to v3.01, fear not. We did have a 3.01, but it was only used by stores that purchased our new optional Integrated Letters module. Changes included in that version are consolidated with all the new things in 3.02. So, what's so special about the latest upgrade? Lots!

- ▶ Built in **ROCKETTXT** and email function directly from within the Transaction, Chasings, and Bulk Return Screens. You can also text or email from a member file and both the reservations and customer orders reports.
- ▶ Built in direct link to your **ROCKETTXT** web account for bulk SMSs. No need to save a file on your hard drive then upload to the website.
- ▶ Staff Timesheet module that captures the hours your staff are working.
- ▶ New Exception Log summary report with key events and percentages listed on one easy page. This report can be run for prior periods.
- ▶ New Promo Analysis report – can be run for prior periods.
- ▶ New function in Member Marketing reports: include/exclude members by contact (eg, email).
- ▶ Overrides for members' passwords or suspended members (password protected).
- ▶ Ability to reprint a receipt from an old transaction.
- ▶ Short cut key to take you from Bulk Returns into Transactions for the current member.
- ▶ Ability to set a message to staff when a new member joins.
- ▶ Interfaces with eCollect Debtors' database, checking members on join-up.
- ▶ Ability to search for a volume based on its shelf position.

And lots, lots more. Full release notes are distributed with the upgrade. Make sure these are printed for the relevant staff to read.

Exception Log Summary

(From 15 Apr 2011 to 28 Apr 2011) Store: Castle Hill Video

Operator Code	dave
Hours Worked	65.08
Total Rental \$ Transacted	\$5.00
Total Retail \$ Transacted	\$0.00
Total Ex-Rental \$ Transacted	\$0.00
Total \$ Transacted	\$5.00
Number of Transactions handled	2
Average line items per transaction	1.50
Average Rental \$ per transaction	\$2.50
Average Retail \$ per transaction	\$0.00
Average Ex-Rental \$ per transaction	\$0.00
Total Overdues collected	\$2.50
Found on Shelf	0
Abandon Transactions	3
Percentage of Transactions Abandoned	60.00%
Accept Debt Payment	0
Leaving Old Debt	0
Total Debt Transactions handled	0
Debt Collection %	
Debt Not Collected %	
Ext Fees reduced on return	\$2.50
Ext Fees changed in Debts screen	\$0.00

Sample of the new Exceptions Log Summary Report

DOWNLOADING THE V3.02 UPDATE IS EASY

IF YOU have a current **ROCKET** software maintenance plan that includes free updates, you can download the update from our website via a link we will send to your last advised email address. If you have not received this email link by the end of May 2011, please contact our admin department, on +612 9634 8900.

If you do not have a maintenance plan, or are on a plan that does not include updates, you can buy v3.02 for A\$395 + GST (GST in Australia only). This price is for upgrading from v3.00 or v3.01. Previous updates that you've missed can be purchased at a reduced rate.

Alternatively, if you purchase a 12 months support contract the new update (from v3.00 and v.3.01 only) will be provided in the package at no extra charge. Email us at sales@rocketrental.com

IT'S OVER - WINDOWS 7 KILLS VIDEOMINDER

IF YOU are still running **VIDEOMINDER** in your store, here's about your last chance to upgrade to **ROCKET** before your system puts you out of business.

If you need to upgrade your computers, it is now extremely rare to have them come *without* the Windows 7 operating system. And, the very new Windows 7 and the very old **VIDEOMINDER** are not compatible. They will not work together. Your system is dead...➔

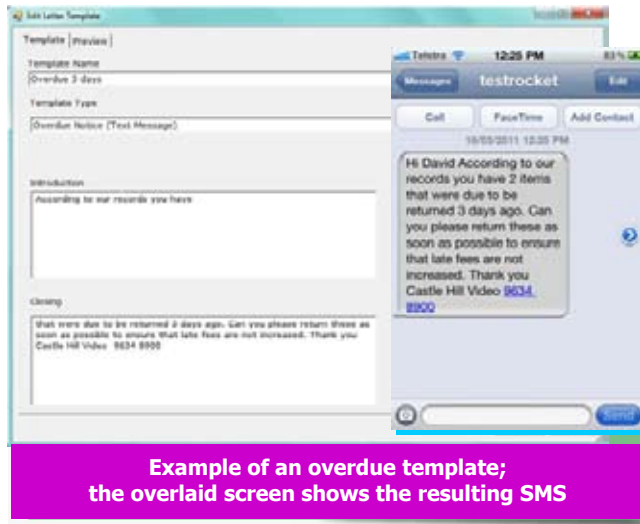
ROCKETTXT UPGRADE MAKES IT ALL HAPPEN FROM INSIDE ROCKET

ONE OF the major functional changes in the new **ROCKET** version 3.02 upgrade is the direct integration of **ROCKETTXT** into **ROCKET**, as well as the ability to send ad hoc SMSs and emails to your clients. This means two things are now possible:

- ❖ When running any members, overdue or marketing reports, you have a new button that will take the resulting mailmerge file directly to the **ROCKETTXT** site, automatically logging you into your account page, ready to preview and send.

- ❖ From within **ROCKET**'s Transaction, Bulk Returns, Member File (and many other) screens you can send an SMS immediately to that customer. SMS and email templates can be set up for easy processing of a message. You can even set up a reservation template that will insert a reserved movie's name. Use this when a movie with a reservation has been received through bulk returns.

For more information on **ROCKETTXT**, contact our sales department on +612 9634 8900, email sales@rocketrental.com or look on our [website](http://www.rockettxt.com) or www.rockettxt.com



Example of an overdue template; the overlaid screen shows the resulting SMS

HINTS AND TIPS FROM THE HELP DESK

NEW FUNCTION FOR "NEVER RETURNED" ITEMS

In the version 3.00 update we added a new function - *Bulk Return and charge late items*. It's found on the *Member Menu*, and is designed to be run on a regular basis. This function will bulk return all items that are still on rent and out later than, say, 30 days, mark them as lost, allow you to charge a flat late fee *and* replacement fee, then add a note to both the members and the volumes files. You can also bar the members who are affected, and individually override the fees being charged on a line-by-line basis.

All charges that are added appear in the *Debts* tab and are treated as overdue income until paid. This information is also sent to your debt collector in the debt collector extract files. Below is a sample of the resulting charges.

Member Status: Barred

Amount Owed: \$104.50 Bulk Payment: Bulk Write Off: Process

On Account: \$0.00 Extended Fees: \$104.50

Code	Item Description	Type	Dvded	Paid to	Still Owed	Paying	Date Incurd	Late	Days Late	Reason
D58660	Paranormal Activity	DVD	\$2.00	\$0.00	\$2.00	\$0.00	16/03/11		1	EXTENDED FEE
D58844	Paintball	DVD	\$2.00	\$0.00	\$2.00	\$0.00	16/03/11		1	EXTENDED FEE
D20673	Bluray 21	DVD	\$50.25	\$0.00	\$50.25	\$0.00	27/04/11		36	Late Fee \$15.25 Rep Fee \$35
D58945	Jackass 3	DVD	\$50.25	\$0.00	\$50.25	\$0.00	27/04/11		41	Late Fee \$15.25 Rep Fee \$35

Bulk Return and Charge function adds a note in the debts screen showing the late fee & replacement fee breakdown (red circle)

.....WINDOWS 7 AND VIDEOMINDER (CONTINUED)

➔...Your only alternative is buying a second hand machine with Windows 98 or Windows XP - if you can find one.

So please, urgently consider updating to **ROCKET** now before you are in the position of having a dead **VIDEOMINDER** server. It's much more palatable to upgrade to **ROCKET** at your leisure rather than being forced to do so in a mad rush.

Call us on +612 9634 8900 (Sarah Jane or Angela) or email sales@rocketrental.com for your price to update to **ROCKET**.

BACKUP THRILL SEEKERS

ON a weekly basis we are called by stores with a hardware issue with their server, but which do not have **ROCKET** data backups or a master disk.

That means we can't assist you with re-installing **ROCKET** except to take you back to a brand new, blank, **ROCKET** database. And that means you have just lost all your members, all of your overdues have been wiped, and good luck with re-entering all your rental and retail stock.

While **ROCKET** does an automatic backup onto the server hard drive each morning (as you log in), this is no use to you if the server is the one with the problem.

You must do a nightly backup of your **ROCKET** data and licence folder onto some external media, then store it off the premises. If you need help with checking that your backups are working, please contact our HelpDesk.

For more information on backing up, look at our website [here](http://www.rocketrental.com).



PRICES DOWN BY 15%

OUR PRICES for corded laser scanners, blue tooth laser scanners and USB cash drawers have reduced due to the strong Australian dollar. They are all reduced by 15% til the end of May 2011, so it's a good time to purchase these peripherals while the price holds.



Call Sarah Jane on +612 9634 8900 or email sales@rocketrental.com for prices and details.

HELP DESK HELP

EXPORTING DVDs TO OTHER STORES THROUGH ROCKET

If you own more than one store running **ROCKET**, did you know that you can swap rental copies of movies from one store to another without having to re-enter the volumes at the second location?

ROCKET has an Export/Import function that allows you to mark which copies are to be exported, then transfer them in bulk to a file that can be saved on a USB. You then take this file to the destination store and import the volumes. For more information on how this works go to your **ROCKET** manual and read the section on *Volume Import/Export*.

EXCEPTIONS LOGS ARE EVEN MORE IMPORTANT NOW

With the addition in version 3.02 of the new *Exceptions Log Summary Report*, it's a good time to review your setting for the retention of exception log entries.

As this new report can be run for prior dates, some of the information on the report will not be available once the log is purged.

So, two things we suggest:

- Check your *Exceptions Log Purge* setting and make sure it's at least 30 days (found in *Administration/Rocket System Options*).
- Run both the normal exceptions log report and the new summary report every Monday morning, save as CSV files then email them to your home computer. Both reports can also be saved in HTML format, which is perfect for saving for a later date or emailing to a safe spot.

FOR MORE HELP DESK HINTS, CHECK OUT THE CLIENT AREA OF THE ROCKET WEBSITE. CLICK [HERE](#).

ROCKET WEBSITE APPLICATION - INTERESTED?

WE ARE planning a website application that will allow your customers to login to your site, browse for movies and make a reservation. The reservation would be sent back into your **ROCKET** database ready for processing.

However, before we spend too much time and money on this new function, we need to know if you would find this useful, and really want it.

We are looking at providing the hosting of the website and the movie title database (in conjunction with Trade Services) and charge a monthly subscription fee, which would include artwork and trailers.

If you are interested in this new development email us at angela.dunlop@rocketrental.com with any feedback, suggestions or questions you may have.

www.rocketrental.com

E: sales@rocketrental.com

T: +612-9634 8900

AVRRA's contact details have changed..

The AVRRA office telephone number has changed to

02 8920 2991

The AVRRA mailing address has changed to

**P.O. Box 7074
McMahons Point 2060
Sydney NSW**

Industrial Relations Contact Numbers

One of the most time consuming tasks of any business these days is ensuring wages and conditions for all staff are correct. For the convenience of members we have produced a list of contact details for all the Industrial Relations Departments (Australia)

New South Wales

131 628
www.dir.nsw.gov.au

Queensland

1300 369 945 within state or
1800 177 717 elsewhere
www.dir.qld.gov.au

Tasmania

03 6233 7657
www.wst.tas.gov.au - *general info
awards conditions*
www.pat.tas.gov.au - *award rates*

Victoria

03 9651 5560 or 1800 287 287
www.irv.vic.gov.au

South Australia

08 8303 0400
www.industrialcourt.sa.gov.au

ACT and NT

1300 363 264
www.wagenet.gov.au
*note this web address also has links
to each state site.*

Western Australia

1300 655 266
www.docep.wa.gov.au

ASSOCIATE MEMBERS

collectyourdebt.com.au
collectyourdebt.com.au

eCollect
eCollect.com.au

Eco Disc
Eco Disc

ANCHOR BAY
ENTERTAINMENT™
Anchor Bay
Entertainment

EAGLE
ENTERTAINMENT
Eagle
Entertainment

Pied Piper
Promotions
Pied Piper
Promotions

**ND
R**
National Default
Registry

Lomis
International
Lomis
International

ER
ENTERTAINMENT
RECOVERIES
Entertainment
Recoveries

APRA | AMCOS
APRA

AI
ALL INTERACTIVE ENTERTAINMENT
Your Growth is our Target
All Interactive
Entertainment

WinSTORE™
MSS Retail
Solutions

ROCKET
Rocket Software
(Customsoft)

PEACOCK
FILMS
Peacock Films

MADMAN
Madman

HOME ENTERTAINMENT DISTRIBUTORS - HOLDBACK POLICY

DISTRIBUTOR	PPV/VOD	iTUNES [Electronic Sell Thru]	DOWNLOADS	RETAIL	PAY TV	FREE TV
<i>21st Century Pictures</i>	<i>Day & Date</i>	<i>Day & Date</i>	<i>Day & Date</i>	<i>Day & Date</i>	<i>9 Months</i>	<i>18 Months</i>
<i>Anchor Bay Entertainment</i>	<i>6 Months</i>	<i>N/A</i>	<i>N/A</i>	<i>3 Months</i>	<i>6 Months</i>	<i>12 Months</i>
<i>Beyond Home Entertainment</i>	<i>2-3 Months</i>	<i>2-3 Months</i>	<i>2-3 Months</i>	<i>2-3 Months</i>	<i>8 Months</i>	<i>12 Months</i>
<i>Duke Home Entertainment</i>	<i>Confirmed Monthly</i>	<i>N/A</i>	<i>N/A</i>	<i>Confirmed Monthly</i>	<i>Confirmed Monthly</i>	<i>Confirmed Monthly</i>
<i>Eagle Entertainment</i>	<i>45 Days</i>	<i>N/A</i>	<i>N/A</i>	<i>Day & Date</i>	<i>6- 9 Months</i>	<i>12 Months</i>
<i>Gryphon Entertainment</i>	<i>6 Months</i>	<i>1 Month</i>	<i>1 Month</i>	<i>2 Months</i>	<i>9 Months</i>	<i>12 Months</i>
<i>Icon Film Distribution</i>	<i>60 Days</i>	<i>Day & Date</i>	<i>60 Days</i>	<i>Day & Date</i>	<i>9 Months</i>	<i>21 Months</i>
<i>Madman Entertainment</i>	<i>2 Months</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>4 Months</i>	<i>18 Months</i>
<i>Magna Home Entertainment</i>	<i>2 Months</i>	<i>2 Months</i>	<i>2 Months</i>	<i>N/A</i>	<i>8 Months</i>	<i>12 Months</i>
<i>Opal Movies</i>	<i>6-12 Months</i>	<i>6-12 Months</i>	<i>6-12 Months</i>	<i>3 Months</i>	<i>6- 12 Months</i>	<i>6-12 Months</i>
<i>Ovation Entertainment</i>	<i>N/A</i>	<i>No Policy</i>	<i>No Policy</i>	<i>3 Months</i>	<i>6months</i>	<i>3 Months</i>
<i>Paramount Pictures</i>	<i>28 Days from May 2011</i>	<i>28 Days from May 2011</i>	<i>Day & Date</i>	<i>Day & Date With Rental [Excludes Rental Windowed Product]</i>	<i>12 Months</i>	<i>24 Months</i>
<i>Peacock Films</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>6-12 Months but may vary by Title</i>	<i>6-12 Months but may vary by Title</i>
<i>Pinnacle Films</i>	<i>Advised by Title in Dealer Guide</i>	<i>Advised by Title in Dealer Guide</i>	<i>Advised by Title in Dealer Guide</i>	<i>Advised Title by Title in Dealer Guide</i>	<i>Advised by Title in Dealer Guide</i>	<i>Advised by Title in Dealer Guide</i>
<i>Reel DVD</i>	<i>60 Days</i>	<i>60 Days Rental, Day & Date Retail</i>	<i>N/A</i>	<i>No Holdbacks</i>	<i>6 Months</i>	<i>8 Months</i>
<i>Roadshow</i>	<i>60 Days</i>	<i>60 Days Rental, Day & Date Retail</i>	<i>N/A</i>	<i>No Holdbacks</i>	<i>6 Months</i>	<i>8 Months</i>
<i>Shock DVD</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>3 Months</i>	<i>N/A</i>	<i>N/A</i>
<i>Sony Pictures</i>	<i>45 Days</i>	<i>Day & Date</i>	<i>45 Days</i>	<i>Day & Date</i>	<i>6 Months From Rental Release</i>	<i>20 Months From Rental Release</i>
<i>Universal Pictures</i>	<i>Day & Date</i>	<i>N/A</i>	<i>N/A</i>	<i>4 Months</i>	<i>6 Months</i>	<i>20 Months</i>
<i>Visual Entertainment Group</i>	<i>45 Days</i>	<i>N/A</i>	<i>N/A</i>	<i>3 Months</i>	<i>6 Months</i>	<i>17 Months</i>
<i>Walt Disney Studios</i>	<i>0- 45 Days</i>	<i>0- 45 Days</i>	<i>0- 45 Days</i>	<i>N/A</i>	<i>5- 8 Months</i>	<i>17- 21 Months</i>
<i>20th Century Fox</i>	<i>Advised Title by Title</i>	<i>Advised Title by Title</i>	<i>Advised Title by Title</i>	<i>Advised Title By Title</i>	<i>Advised Title by Title</i>	<i>Advised Title By Title</i>

Note: the information contained in this chart may vary on a title by title basis and members are advised to confirm with the Distributor before purchasing product.