



## **MEDIA RELEASE**

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### **Top 20 movie rental rating reveals what public wants**

The Australian Video Rental Retailers Association (AVRRA) has launched a weekly AVRRA Top 20 Movie Rentals rating that reveals Australia-wide demand for movie titles on a weekly basis.

The new rating has been launched with DVDindustry.com's weekly newsletter and Encore magazine's website.

The rating arrives at the Top 20 by counting every time a movie title is hired in a selected sample of more than 100 stores which are both members of AVRRA and Network Home Entertainment, Civic Video or Leading Edge Video rental store networks. The rating includes both urban and rural locations as well as a wide consumer demographic range.

"Our new weekly rating traps a broad cross-section of stores into the data right across the country," says AVRRA President David Hynes.

"It is the first time the Australian Video Rental Retailers Association, which represents more than 50 per cent of video libraries in Australia, has produced a weekly rating of the most popular movies people rent.

"It is an accurate reflection of what the public are demanding in any given week and is also indicative of buying and promotion trends in the trade," Hynes says.

**Media:** for access to the AVRRA Top 20 Movie Rentals weekly rating or to interview AVRRA representatives, contact Debra Maynard of Hootville Communications on 0407 299 007.

#### **About AVRRA**

AVRRA is the industry body for Australia's video and DVD rental industry. It represents more than 50 per cent of all video libraries in Australia. Visit: [www.avrra.com.au](http://www.avrra.com.au)