



Australian Video Retailers Association Ltd.

## **EXPERT COMMENT AVAILABLE**

Australian Video Retailers Association (AVRA) is the industry body for Australia's video and DVD rental industry. Members include: Civic Video, Network Video, Family Videoland, Top Leading Edge Video and select members of the Video Ezy and Blockbuster chains. Together, AVRA members represent \$650 million of home entertainment spending from 13 million members.

AVRA is a source of expert comment on a number of issues:

- AVRA's campaign to combat Foxtel's misrepresentative media campaign
- digital and pay television as a video / DVD rental alternative
- all matters relating to video and DVD rental and retailing
- industry trends and analysis

"There are many issues on our agenda," says Ross Walden, AVRA Executive Director.

"Australians aren't getting the full story about what they'll get for their entertainment dollar. We believe that Foxtel Digital owes consumers the facts. At the moment they aren't getting the full picture. AVRA intends to address that."

[www.avra.com.au](http://www.avra.com.au)

For informed comment, interview opportunities and information contact Brett de Hoedt on (03) 9510 0848 / 0414 713 802.