



**AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION**

## **MEDIA RELEASE**

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### **INTERNET DVD RENTAL NOT WHAT IT'S CLICKED UP TO BE**

**Consumers are not getting the movie titles they want on the day they want to view them**

Internet-ordered, post-delivered DVD rental services cannot guarantee consumers the movie titles they want on the day they want to view them because of an imprecise movie reservation system and reliance on postal deliveries and returns, according to the Australian Video Rental Retailers Association (AVRRA).

Unlike your traditional video rental store, where you can reserve a title by phone or walk in and select exactly what you want to view for that night or weekend, Internet stores cannot guarantee exactly which titles from your movie preferences will be posted to you.

"It is an unsatisfactory reality of these new delivery formats," says AVRRA president George Kafataris.

"The way it works is that you pre-pay on a monthly basis to get one, two or three DVDs at a time. You have to return these movies by post before you get any more, which means that if you don't post them back early enough in the week for them to be processed you're likely to end up without any movies to watch on the weekend," says Kafataris.

There has been a lot of hype about new delivery formats, but not enough transparency about entrenched pitfalls for consumers. According to AVRRA, these include:

- A 'use it or lose it' subscription model that asks you to pre-pay for a movie service you may or may not use – particularly if you are busy or away on business or on holidays. In comparison, video stores offer a 'pay as you go' service and offer \$1 movies and other deals daily;
- Lack of immediacy in receiving movies because of the reliance on postal services that don't operate on weekends and public holidays; and
- No guarantee of receiving your first or even second choice of movie, requiring customers to be happy with what they get.

"There is also a misinformed perception in the marketplace that new online stores deliver a huge choice of movie titles to consumers," says Kafataris.

"The reality is that services like Quickflix, BigPond Movies and Big W Movie Rentals each offer only about the same number of titles as three large video rental stores. And what use is a large catalogue if you can't get the movie you want when you want to watch it?"

**Media:** interview opportunities available with AVRRA and other industry representatives via 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 60 per cent of all video libraries in Australia. Visit: [www.avrra.com.au](http://www.avrra.com.au)