



**AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION**

## **MEDIA RELEASE**

**DATE: 12 February 2008**

### **High-tech, long-wait entertainment model fails to excite**

Do you grow wearier each time you read about the next iTunes thingamee, TiVo recorder, HDiQ2 set-top box and Ethernet connections for getting digital access to movies and high-definition TV viewing in the future? Are you annoyed at being asked to understand all the tech-talk? Do you baulk at spending hard-earned cash on ever-changing new formats and gizmos without any 'how to' guides or clarity about the benefits? You're not alone.

Here are 10 good reasons why, when we feel like watching a movie, we still connect with our neighbourhood video store:

1. You can't say g'day to a video screen and ask its advice on the latest movie releases or back-catalogue of Oscar winners
2. Six weeks is a long time to wait in line. No matter how flash the technology or future bandwidth speeds for downloading movies, all new releases are in video stores for at least six weeks and up to three months before you can download or view them via pay TV services – that's just how the movie distribution system works
3. Bandwidth speeds: who wants to spend up to 8 hrs downloading a movie – and that's only if you have a half-decent modem and network speed. Ever tried to stuff a Pavlova through a funnel?
4. Non tech-savvy movie lovers just want to pop a DVD in the player and press play
5. You can't download a chocolate from your computer to enjoy with your movie
6. On a visit to your video store you can also rent that new computer game your kids have been whining about for them to try before you buy
7. While the kids pick the movie, dad picks up dinner and mum drops off the dry cleaning.
8. No one wants another long-term contract.
9. Prices start at \$1. That's value.
10. How many times have you rediscovered a forgotten favourite while browsing for something else? Try doing that online!

**Media:** interview opportunities available with the tech-weary team at AVRRA 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)