



AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION

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Movie Rental Still a Preferred Option for Australian Entertainment

You don't have to spend much time on the internet, reading a newspaper, listening to the radio or watching the TV before you come up with the same old story, new technology is going to mean the end of the humble rental store. With this new box/service, you'll no longer have to trudge down the road to your local rental store to get your entertainment fix. But while the media is full of stories about new technology spelling the end of rental stores, the reality is somewhat different.

What many of these stories seem to forget, is that the average Australian consumer actually likes the in-store experience. Whether it's buying clothes, shopping for food, or even choosing their entertainment, Australian consumers like to see what's available, hold the product in their hand, and enjoy some old-fashioned customer service. They like the fact that the person behind the counter is actually knowledgeable about the product they offer, rather than some faceless, impersonal display on a screen.

With hundreds of new titles hitting shelves each month, your average rental store has more than enough titles to keep even the most avid movie watcher happy – all there at the store to be rented when the customer wants them. Not to mention that the price is right too – other services don't let you get up to 10 great movies for just \$10 like most rental stores do. While you're at it, why not pick up an ex-rental new release movie for a handful of dollars, or some drinks and snacks to go with the movie. At your local rental store, it's all possible.

“No need for expensive broadband plans and watching movies on your laptop or having to high rental fees for these movies” says Ross Walden, Executive Director of AVRRA.

And even the many reports of rental being an industry that's close to death isn't accurate. Most stores offer great deals all week long and have ample supplies of all the latest releases and their depth of back catalogue titles is second to none. New rental stores are still being opened, and most suburbs in the country have a rental store within them – that's all because Australians actually like to rent, from an actual store. The media might not want to tell you that, but numbers show that it's the truth.

You only have to walk into one of the thousands of rental stores around the country on any given night to see just how popular movie rental still is for the average Australian. The media reports of rental dying an imminent death just don't match up with what's really happening in the marketplace.

So, is the movie rental business dying? No; not while Australians continue to want great entertainment with easy convenience at a great price. It's an equation that's hard to beat and always great value for our customers.

Watch what you want, when you want, without TV advertisements

For further comment please contact Ross Walden, Executive Director, AVRRA 02 89202991