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NATO Calls for Release of Premium Video on Demand Data

(Washington, DC: May 4, 2011) — The National Association of Theatre Owners (NATO) today called on the movie studios participating in the early-to-the-home “premium” video on demand (VOD) experiment to release sales figures for the movies that have been offered on the platform.

The controversy around the shortened theatrical window involved in the early premium VOD offering has drawn intense interest in Hollywood, the trade and business press, and Wall Street. But has the early VOD offering drawn the interest of the consumer?

“What’s an experiment without data?” asked NATO president and CEO John Fithian. “Every weekend—usually before the weekend is over—the performance of movies at the U.S. box office is reported around the world. Studio executives are working the phones, touting the stellar box office for hit movies and explaining the underperformance of the flops. When it comes to premium VOD—crickets.”

The movies released so far include *Just Go With it* (Sony), *Cedar Rapids* (Fox), and *Hall Pass* (Warner Bros.). *The Adjustment Bureau* (Universal) is scheduled for release this week. The movies are being released through DirecTV’s Home Premiere at a price of \$29.99 roughly 60 days after their theatrical debuts.

About NATO

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 30,000 movie screens in all 50 states, and additional cinemas in 50 countries worldwide.

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