



automated dvd rental

REDBOX "BEST OF 2007" NATIONAL SURVEY

Redbox, the fully automated DVD rental system featuring new release rentals for \$1 per night, recently asked customers to rate their favorite films and award-worthy performances of 2007. According to the *Redbox* "Best of 2007" Survey, watching movies was a popular activity in 2007, and action-adventure films were at their best. The average respondent watched 11-15 movies in 2007, with action films representing the most popular genre for movie rentals (40.3 percent).

- **AND THE AWARD GOES TO:**

- Must See / Must-Own Movie of the Year: "Transformers" (22.6 and 18.3 percent, respectively)
- Laugh-Out-Loud Movie of the Year: "Wild Hogs" (22.6 percent)
- Best Dramatic Film of the Year: "Freedom Writers" (23 percent)
- Best Female Performance of the Year: Keira Knightley, "Pirates of the Caribbean: At World's End" (20.7 percent)
- Best Male Performance of the Year: Matt Damon, "The Bourne Ultimatum" (23.8 percent)
- Best Date Movie of the Year: "Music and Lyrics" (24.3 percent)
- Best On-Screen Chemistry of the Year: Shrek and Fiona, "Shrek The Third" (21.2 percent)

- **ADDITIONAL HONORS:**

- **Big Action vs. Big Laughs.** For men, action films were the favorite movie genre to rent in 2007 (52.5 percent). Women preferred to rent comedies (42.3 percent).
- **The Villain You Love to Hate:** Lord Voldemort from "Harry Potter and the Order of the Phoenix" was voted the 2007 movie villain that respondents hated the most (35.1 percent).
- **Family Fun.** According to the *Redbox* "Best of 2007" Survey, the endearing "Ratatouille" was remembered as the best family fun movie of the year (31 percent), followed by "Shrek The Third" (24.2 percent) and "Meet the Robinsons" (10.5 percent).
- **Only You.** Men selected Jessica Alba as the 2007 movie star they would most like to date and marry (25.4 and 21 percent, respectively). Women, however, apparently seek different traits. While female respondents chose Orlando Bloom as the movie star they'd most like to date (16.5 percent), they'd prefer to walk down the aisle with Denzel Washington (14.6 percent).
- **Redbox Celebrates the New Year with Hot New Movies:** Movie fans can now enjoy favorites such as "3:10 To Yuma," "Rush Hour 3" and "Underdog" at *redbox* kiosks nationwide for only \$1 per night.

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Editors Note:

The *Redbox* "Best of 2007" Survey polled 1,171 *redbox* customers nationwide.

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