

MAKING LIFE MORE FUN

The Video Store Just Moved In

(NAPSA)—While most people would not confuse the singer-songwriter “Weird Al” Yankovic with being a pop culture prognosticator, he did sing “You can watch anything you want to, man” in his tune “Couch Potato.” As it turns out, thanks to technological advances and growing consumer demand, all the options today make “Weird Al” look like a futurist.

The appetite for viewing box office hits at home is increasing at a rapid pace. The routine was once to pick up a pizza and stop at the video store on the way home from work. Today, it’s ordering a pizza and a Movie on Demand right from the living room.

Movie studios and cable companies are noticing this growing trend. Their national consumer awareness campaign, entitled “The Video Store Just Moved In,” focuses on the value of Movies On Demand—a service providing a convenient way to rent top-grossing hits on cable TV. Many of the hottest titles are now offered on demand the same day the DVD is released in the stores (“Day-and-Date,” in industry lingo).

“Movies On Demand is a great way for consumers to rent movies; they are reasonably priced, always available and the number of Day-and-Date titles continues to increase year over year,” said Kevin



Watching recent feature films at home is easier than ever.

Tsujihara, president of Warner Bros Home Entertainment Group. “The results have been so positive that nearly all our titles will be Day-and-Date this year.”

Available on Movies On Demand are such critically acclaimed titles as “Crazy Heart” and “It’s Complicated,” as well as “The Twilight Saga: New Moon,” “Fantastic Mr. Fox” and “The Blind Side.” A complete list of titles, trailers and service information is available at www.CableVideoStore.com. Plus, movie buffs can become Facebook fans and share virtual movie nights with friends.

In a TV-viewing world of “what you want, when you want it”—through a click of the remote in the comfort of the home—Movies On Demand further enhances the options. Maybe “Weird Al” will follow up with a new tune: “The Video Store Just Moved In.”