



FOR IMMEDIATE RELEASE

## BUY OR RENT YOUR NEW FAVOURITE FILMS FOR LESS DURING MOVIE FRENZY

- *For one week ONLY, hundreds of the latest and greatest movies will be available to RENT and BUY at discounted prices*
- *NO subscription required (excluding Foxtel)*

**SYDNEY AUSTRALIA, TUESDAY MARCH 2, 2021:** We're slowly starting to notice the days getting longer and the nights that little bit cooler. We've exhausted all our energy and savings on the summer now gone, so why not kick back, snuggle up, and spend the night in with your nearest and dearest because this Friday marks the start of **Movie Frenzy**; a digital movie marathon that boasts the most highly anticipated movie releases and classic hits at low prices to either rent or buy.

Following on from the success of previous Movie Frenzy events, the week-long offering (*Friday 5<sup>th</sup> March - Thursday 11<sup>th</sup> March*) includes newly released blockbusters and award-winning movies to buy or rent with no subscription required.

All titles are available across a variety of digital platforms including the Apple TV app, Google Play, Fetch, Foxtel Store, iTunes, Amazon Prime Video, Telstra TV Box Office, YouTube, Microsoft Store, and PlayStation Store.

Buying and renting new release movies right off the back of their cinema release has never been easier or more affordable.

Movie Frenzy has all bases covered! **Tenet**, the latest thriller from visionary director, Christopher Nolan, offers a fast-paced, riveting watch for you and your film junkie friends.

Family friendly viewing has been catered for too with: **Trolls World Tour** and **The Secret Garden**. If you're looking for more of a local flavour, look no further than the Australian made **Rams** and the Tim Winton adaptation, **Dirt Music**.

And finally, if it's a more chilling plot you're prone to loving, let **Unhinged** take you on a terrifying journey.

Jim Batchelor, Chairman, Australian Home Entertainment Distributors Association (AHEDA) said: *As Australians spend more time at home and with subscription costs quickly adding up, more and more are realising the benefit of buying or renting only the movies they want, from the widest possible range. With such incredible deals for this week only, Movie Frenzy is the perfect opportunity for all Aussie movie lovers to head to their favourite digital platforms to buy or rent the latest blockbusters fresh from cinemas, or fill collections with all-time classics to watch again and again.*

**Here's just a selection of what's on offer, with hundreds of titles available:**



- After We Collided
- Astro Kid
- Bloodshot
- Dirt Music
- Honest Thief
- Jiu Jitsu
- Jungleland
- Knives Out
- Outpost
- Rams
- Skylines
- Sonic the Hedgehog
- Tenet
- The High Note
- The King of Staten Island
- The Secret Garden
- Trolls World Tour
- Unhinged

**Movie Frenzy runs exclusively from Friday 5<sup>th</sup> March – Thursday 11<sup>th</sup> March. Title availability and pricing may vary per platform. Visit [www.moviefrenzy.com.au](http://www.moviefrenzy.com.au) for more information.**

**ENDS**

**For more information about AHEDA or to arrange an interview, please contact Candid Comms:**

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**ABOUT THE AUSTRALIAN HOME ENTERTAINMENT DISTRIBUTORS ASSOCIATION:** The Australian Home Entertainment Distributors Association (AHEDA) represents the \$1 billion Australian film and TV home entertainment industry covering both digital content and packaged goods (DVD and Blu-ray). The Association speaks and acts on behalf of its members on issues that affect the industry as a whole such as: intellectual property theft and enforcement, classification, media access, technology challenges, copyright and media convergence. AHEDA works closely with a range of stakeholders to achieve its aims including government, media and industry. AHEDA is also increasingly looking to work with members and broader industry participants to conduct relevant channel campaigns and activities to promote the home entertainment film and TV sector.