

## **BILL SKARSGÅRD RECEIVES THE IMDb STARMETER AWARD AT THE 2018 SUNDANCE FILM FESTIVAL**

**Fan Favorite Bill Skarsgård is No. 1 Breakout Star of 2017 and *It* is the No. 1 Movie of 2017 as Determined by IMDbPro Data on the Page Views of IMDb's More Than 250 Million Monthly Visitors Worldwide**

**Previous IMDb STARMeter Award Recipients Include Sam Rockwell, Tatiana Maslany, Brie Larson, Felicity Jones, Peter Dinklage and Miles Teller**

**PARK CITY, UT** — January 22, 2018 — Col Needham, Founder and CEO of IMDb, the world's most popular and authoritative source for movie, TV and celebrity content, presented [Bill Skarsgård](#) (*It, Castle Rock*) with the IMDb "Fan Favorite" STARMeter Award today in The IMDb Studio at the 2018 Sundance Film Festival. Bill Skarsgård was recently named IMDb's [No. 1 Breakout Star and No. 5 Top Star of 2017](#), and his film *It* ranked No. 1 on IMDb's [Top 10 Movies of 2017](#) list as determined by IMDbPro STARMeter and MOVIEmeter rankings, which are based on the actual page views of IMDb's more than 250 million monthly unique visitors. Skarsgård stars in [Assassination Nation](#), which makes its world premiere in the Midnight section of the Sundance Film Festival tonight.

"I'm very glad fans weren't scared off by my portrayal of Pennywise in *It* and are turning to IMDb to learn more about my other projects, including *Assassination Nation*," said Skarsgård. "Thanks to all the fans who made 2017 a very fun and exciting year for me, and to the fans and IMDb for this award. I'll be sure to add this to my page next time I log in!"

"Bill Skarsgård took on an iconic — and nightmare-inducing — role in last year's *It* and helped propel the film's record-breaking success," said Needham. "IMDb's hundreds of millions of users around the world wanted to know more about the actor behind the creepy clown make-up, catapulting Bill to the top of our IMDbPro STARMeter chart. Bill joins an elite group of previous IMDb STARMeter Award recipients including Brie Larson, Felicity Jones and Sam Rockwell and I have no doubt that Bill will continue to enchant audiences for years to come."

The presentation of the STARMeter Award to Skarsgård builds on IMDb's tradition of giving the STARMeter Award at the Sundance Film Festival to a top performer on IMDb's year-end Top 10 lists, which are determined by IMDbPro data on the page views of IMDb's hundreds of millions of visitors worldwide. The recipient of the IMDb STARMeter Award at the 2017 Sundance Film Festival was Peter Dinklage, star of *Game of Thrones*, IMDb's No. 1 show of 2017 and each of the past five years based on IMDbPro data. In 2016, the IMDb STARMeter Award was presented to Bryce Dallas Howard, IMDb's No. 1 Breakout Star of 2015 as determined by IMDbPro STARMeter data. IMDb most recently presented STARMeter Awards to Sam Rockwell, Tatiana Maslany and Sverrir Gudnason at the 2017 Toronto International Film Festival. Other previous IMDb STARMeter Award recipients include Brie Larson, Felicity Jones, Olivia Wilde and Miles Teller.

"IMDbPro's STARMeter charts have a proven history of accurately predicting emerging stars who are about to break through, including previous No. 1 Breakout Stars of the year Millie Bobby Brown (2016), Bryce Dallas Howard (2015) and Margot Robbie (2014)," said Matt Kumin, Head of IMDbPro. "Our STARMeter Awards, weekly STARMeter rankings, year-end lists and other tools that are available to

IMDbPro members inform and empower them with the information they need to make smart business decisions.”

*Assassination Nation*, from director and screenwriter Sam Levinson and producers David S. Goyer, Anita Gou, Kevin Turen, Aaron L. Gilbert and Matthew J. Malek, is described as the “one-thousand-percent true story about how the quiet, all-American town of Salem, absolutely lost its mind.” In addition to Bill Skarsgård, the cast includes Odessa Young, Suki Waterhouse, Hari Nef, Abra and Bella Thorne.

Fans can follow IMDb’s exclusive 2018 Sundance Film Festival coverage by visiting <http://www.imdb.com/sundance>, Facebook (<https://www.facebook.com/imdb>), Instagram (<https://www.instagram.com/imdb/>), YouTube (<https://www.youtube.com/imdb>) and Snapchat (<https://www.snapchat.com/add/imdblive>) or checking out #IMDbStudio on Twitter (<https://www.twitter.com/imdb>). IMDb’s original coverage of the 2018 Festival will be accessible by IMDb users worldwide via IMDb’s website, mobile apps and social media followers. IMDbPro members on the go can quickly and easily access the leading resource for entertainment industry professionals by downloading the new [IMDbPro app](#) for iPhone.

Additional insight into trending movies, TV shows and entertainment industry professionals is available to IMDbPro (<http://www.imdbpro.com>) members through tools including its exclusive STARMeter and MOVIEmeter rankings, which are updated weekly on both the IMDbPro site and its recently launched [iPhone app](#). IMDbPro, a membership-based service, includes comprehensive information and tools designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; tools to manage and showcase their IMDb profile, including the ability to select their primary images and the credits they are best “known for”; exclusive STARMeter and MOVIEmeter rankings determined by page views on IMDb; a casting service to post breakdowns and apply to roles; the new IMDbPro app for iPhone and more. The IMDbPro app empowers members with a convenient way to search the profiles of more than 4 million people, access the latest industry news, get contact and representation details for more than 300,000 industry professionals and tap through to call or email directly from an iPhone. The app leverages other IMDbPro member-only benefits, including the ability to explore more than 25,000 in-development titles for film and TV. The [IMDbPro app](#) is exclusively available for use by IMDbPro members and can be downloaded for free in the App Store. To become a member today, visit [www.imdbpro.com](http://www.imdbpro.com).

### **About IMDb**

IMDb is the world’s most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site ([www.imdb.com](http://www.imdb.com)) is the #1 movie website in the world with a combined web and mobile audience of more than 250 million unique monthly visitors. IMDb offers a searchable database of more than 250 million data items including more than 4 million movies, TV and entertainment programs and more than 8 million cast and crew members. Consumers rely on the information IMDb provides -- including local movie showtimes, ticketing, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist – when deciding what to watch and where to watch it. IMDb’s portfolio of leading entertainment apps (<http://www.imdb.com/apps/>) includes its popular “Movies & TV” app for iPhone, iPad, Kindle Fire, Android phones, Android tablets and its mobile-optimized website. To date, there have been more than 150 million downloads of IMDb’s mobile apps worldwide. IMDb’s X-Ray for Movies & TV Shows ([www.imdb.com/x-ray](http://www.imdb.com/x-ray)) is a feature that revolutionizes the viewing experience by bringing the power of IMDb directly to Kindle Fire HD, Fire TV and Fire TV Stick. IMDb’s

Facebook page (<https://www.facebook.com/imdb>) and official Twitter account (<https://twitter.com/imdb>) are followed by more than 12 million passionate entertainment fans. IMDbPro (<http://www.imdbpro.com>) is the essential resource for entertainment industry professionals. This membership-based service includes comprehensive information and tools that are designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; IMDb profile management tools; exclusive STARMeter rankings that are determined by page views on IMDb; a casting service to post breakdowns and apply to roles, a mobile optimized website and more. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), the premier submission service for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online source of box-office data. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

### **About Bill Skarsgård**

Bill Skarsgård was born on August 9, 1990 in Vällingby, Sweden. He is an actor, known for *It* (2017), *Allegiant* (2016) and *Atomic Blonde* (2017).

### **About *Assassination Nation***

*Assassination Nation*, from director and screenwriter Sam Levinson and producers David S. Goyer, Anita Gou, Kevin Turen, Aaron L. Gilbert and Matthew J. Malek, is a one-thousand-percent true story about how the quiet, all-American town of Salem, absolutely lost its mind. The cast includes Odessa Young, Suki Waterhouse, Hari Nef, Abra, Bill Skarsgård and Bella Thorne. The film made its world premiere on Sunday, January 21 in the Midnight section of the 2018 Sundance Film Festival.

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