



## IMDb REVEALS THE TOP 10 STARS, FILMS AND TV SERIES OF THE LAST 10 YEARS TO CELEBRATE THE 10TH ANNIVERSARY OF IMDbPro

Most Popular Actor: Johnny Depp; Top Film: The Dark Knight; #1 TV Series: Lost; Most Anticipated Film Currently In Production: The Dark Knight Rises. (As Determined by IMDbPro MOVIEmeter and STARMeter Rankings)

SEATTLE, WA – Jan. 25, 2012 – IMDb ([www.imdb.com](http://www.imdb.com)), the world's most popular and authoritative source for movie, TV and celebrity content, today announced that IMDbPro ([www.imdbpro.com](http://www.imdbpro.com)), a leading subscription service for entertainment industry professionals, is celebrating its 10th anniversary at the 2012 Sundance Film Festival. To commemorate this milestone, IMDb is announcing definitive top 10 of the last 10 years lists and an in-progress redesign of the IMDbPro site.

"When we launched IMDbPro 10 years ago at the Sundance Film Festival, our vision was to build a service that would help entertainment industry professionals get informed, get connected and get discovered," said Col Needham founder and CEO of IMDb. "We're delighted that IMDbPro rapidly became the industry's leading professional subscription service and source of behind-the-scenes information and access. We're humbled and proud of the role IMDbPro has quietly played over the last decade. For example, Robert Pattinson was discovered by a studio executive using the IMDbPro site to search for actors to read for the role of Edward in the wildly popular Twilight franchise."

In celebration of IMDbPro's 10th anniversary, for the first time ever, IMDb revealed the top 10 stars, films and TV series of the last 10 years as determined by IMDbPro STARMeter and MOVIEmeter popularity rankings (which are derived from the actual page views of the more than 110 million monthly unique users of IMDb). IMDb also announced the top 10 most anticipated films currently in production. The lists follow:

### Top 10 Stars of the Last 10 Years\*

- Johnny Depp
- Brad Pitt
- Angelina Jolie
- Tom Cruise
- Natalie Portman
- Christian Bale
- Scarlett Johansson
- Jennifer Aniston
- Keira Knightley
- Emma Watson

*\*Highest average IMDbPro STARMeter ranking over the last 10 years.*

### Top 10 Films of the Last 10 Years\*

- The Dark Knight
- Donnie Darko
- Pulp Fiction
- The Lord of the Rings: The Fellowship of the Ring
- The Lord of the Rings: The Return of the King
- Harry Potter and the Prisoner of Azkaban
- Harry Potter and the Order of the Phoenix
- Twilight



- Harry Potter and the Goblet of Fire
- The Godfather

*\*Highest average IMDbPro MOVIEmeter ranking over the last 10 years.*

#### **Top 10 TV Series of the Last 10 Years\***

- Lost
- House M.D.
- Grey's Anatomy
- Heroes
- How I Met Your Mother
- 24
- Glee
- True Blood
- Dexter
- Gossip Girl

*\*Highest average ranking over the last 10 years.*

#### **Top 10 Most Anticipated In-Production Movies\***

- The Dark Knight Rises
- Men in Black III
- The Dictator
- G.I. Joe: Retaliation
- The Expendables 2
- Battleship
- The Avengers
- Rock of Ages
- The Hunger Games
- Prometheus

*\*Highest average IMDbPro MOVIEmeter rank of all films currently in production.*

To make it even easier for entertainment industry professionals to get informed, get connected and get discovered, the IMDbPro team is in the process of redesigning the Pro site. The redesign will include enhanced name, title and company pages as well as more powerful search functionality. An early look at the in-progress redesign of IMDbPro, which is expected to launch this summer, is available to new and current subscribers at: [www.pro-labs.imdb.com/sneakpeek](http://www.pro-labs.imdb.com/sneakpeek).

#### **About IMDbPro**

IMDbPro is a leading subscription service targeted towards professionals in the entertainment industry. Industry professionals rely on IMDbPro on a daily basis to get informed, get connected and get discovered. IMDbPro subscriber benefits include the following: Filmography listings for more than 4 million people and cast and crew listings for more than 2 million titles; STARMeter and MOVIEmeter rankings for every person and title on IMDb; in production and development data for more than 8,000 films; representation and employer contact details for more than 200,000 industry professionals; contact information for more than 50,000 companies; the ability to see how you are connected to every person in IMDb's vast and unrivaled database; and the ability to get your demo reel, photos, resume and contact information in front of the top casting agents and decisions makers working in the industry today. To learn more and subscribe to IMDbPro today, go to: [www.imdbpro.com](http://www.imdbpro.com).

#### **About IMDb**



The Internet Movie Database is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer Website ([www.imdb.com](http://www.imdb.com)) is consistently ranked as one of the most visited sites in the world with more than 110 million unique visitors per month. IMDb offers a searchable database of more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb.com provides -- including showtimes, trailers, reviews, photo galleries, NewsDesk, quotes, box-office data, editorial feature sections and Watchlist -- when making viewing decisions. IMDb is accessible in a customized, platform-optimized manner on leading mobile devices via its popular "Movies & TV" app for iPhone, iPad, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 26 million installs of IMDb mobile apps (iOS, Android and WP7) worldwide. IMDb's mobile properties have more than 25 million monthly visitors. To learn more, go to: (<http://imdb.com/apps/>). IMDb Pro (<http://www.imdbpro.com>) is a subscription version of IMDb designed exclusively for professionals who work in the entertainment industry. IMDb Pro provides contact information, in production listings for film and television projects and exclusive STARmeter rankings that are determined by user searches on IMDb. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), a marketplace for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online box-office reporting service. 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>.

### **Forward-Looking Statements**

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.

### **CONTACT:**

[press@imdb.com](mailto:press@imdb.com)