



IMDb LAUNCHES NEWEST VERSION OF ITS POPULAR iOS APP, FEATURING WATCHLIST, ENHANCED SHOWTIMES, THE ABILITY TO PURCHASE MOVIE TICKETS AND MORE

Watchlist Launches on IMDb.com, Further Enhancing Movie And TV Show Discovery

What's New/Noteworthy About IMDb's Newest iOS Launch:

- **Watchlist:** Users of IMDb's iPhone/iPod touch/iPad app can now create and maintain a personalized Watchlist, enabling them to track movies and TV shows that interest them.
- **Enhanced Showtimes Listings:** Search for movie theaters based on distance from your location.
- **Purchase Movie Tickets:** Users in the US, UK, Canada and Spain can conveniently purchase movie tickets via the IMDb app.
- **Magical Search:** Users will now see search results as they type.
- **Ratings History:** Users can view all the movies and TV shows they have rated on IMDb.com via the app.
- **AirPlay:** Users can flick to stream trailers from their IMDb iPhone/iPod touch/iPad app to their Apple TV.
- **Entertainment News:** Comprehensive and timely news about movies, TV shows and celebrities
- **IMDb Pro:** IMDb Pro subscribers can access agent client lists and read production notes.

Other Mobile Noteworthy Milestone:

- As of today, IMDb's apps have surpassed 15 MM installs across all platforms.
- Additionally, IMDb's mobile website (m.imdb.com) receives more than 15 million monthly unique visitors.

About Watchlist on IMDb.com:

- IMDb just launched "Watchlist" on IMDb.com.
 - This is the most recent example of IMDb's commitment to helping users discover great movies and TV shows.
 - Watchlist makes it easy for fans to keep track of what they want to watch.
- Every single movie and TV show on IMDb now has an "Add to Watchlist" button.
- Users can sort their Watchlist by the IMDb rating or MOVIEmeter popularity score and arrange their movies in the order they want to see them.
- Fans can quickly and easily discover new movies via IMDb's vast collection of user-authored lists and IMDb's advanced search functionality.
- Beginning today, users can add movies and TV shows to their Watchlist via the IMDb app for iPhone/iPad.

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