

## IMDbPro LAUNCHES IPHONE APP FOR ENTERTAINMENT PROFESSIONALS

IMDbPro Members Can Now Access Industry's Leading Information Resource on the Go

**Industry Insiders Can Conveniently See Latest News, Search Profiles of 4 Million Professionals, Get Contact and Representation Details for 300,000 People, Research 25,000 In-Development Titles, Explore STARMeter and MOVIEmeter Rankings and More**

**LOS ANGELES** — December 4, 2017 — IMDbPro ([www.imdbpro.com](http://www.imdbpro.com)), the leading resource for entertainment industry professionals, today announced the launch of its first-ever iPhone app in the App Store. 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 and gain exclusive insights into which professionals and titles are trending via IMDbPro's STARMeter and MOVIEmeter data.

The IMDbPro app is exclusively available for use by IMDbPro members and can be downloaded for free [in the App Store](#). To become an IMDbPro member today, visit [www.imdbpro.com](http://www.imdbpro.com).

"IMDbPro members are busy professionals who are frequently out in the world taking meetings and making connections," said Col Needham, IMDb's Founder and CEO. "Our new IMDbPro iPhone app empowers members to access the entertainment industry's most complete and authoritative information resource wherever they go, and was developed in collaboration with IMDbPro customers, who have told us that a mobile app is the #1 most impactful new product we could launch to support their daily professional needs."

"IMDbPro, for me, is the source and culmination of all industry activity," said [Dacre Montgomery](#), actor (*Stranger Things*) and #2 on IMDbPro's STARMeter ranking of trending talent as of November 21, 2017. "It gives me access to the latest news from the industry trades and seemingly infinite insight to everything film and television. The IMDbPro app makes it even easier and more convenient to stay on top of all the news and trends."

"I love IMDbPro and have used its STARMeter chart virtually every day since I started at Funny Or Die in 2008," said [Mike Farah](#), CEO of Funny Or Die. "The new IMDbPro app gives me real-time, mobile access to STARMeter data, which I use when making casting decisions, to discover new talent, and to check our own personal value once a week. In fact, one of my proudest days in Hollywood was reaching number 35,657 on STARMeter. I'm hoping by supporting IMDbPro publicly I will be able to find out how and why I dropped 17,004 spots THIS WEEK ALONE. Seriously though, IMDbPro is a tremendous tool and Funny Or Die would not be the same without it."

Enabling push notifications in the IMDbPro app will highlight new features and developments in the entertainment industry that may be relevant to a particular member. New features and functionality will be added on an ongoing basis, drawing upon customer feedback.

"IMDbPro is an essential tool for entertainment professionals, and we continue to make it even easier for our members to find the industry information they need," said Matt Kumin, head of IMDbPro.

“Today’s iPhone app launch will help our members stay better informed, make smarter business decisions and streamline industry connections when they are away from their desks. We are committed to innovation and will continue adding new features and functionality to this initial version of our iPhone app based on customer feedback and requests.”

The IMDbPro app is the latest in a series of IMDbPro product innovations that have been guided by customer input. IMDbPro members are entertainment professionals across nearly every major job function in the industry, comprising a growing number of decision makers, including many of the most prolific producers, casting directors, filmmakers, agents, managers and studio executives.

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### **About IMDbPro**

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; 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 rankings that are determined by page views on IMDb; a casting service to post breakdowns and apply to roles; the IMDbPro app for iPhone and more. Additional IMDbPro services include Withoutabox (<http://www.withoutabox.com>), the premier submission system for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online source of box-office data. IMDbPro is a division of IMDb ([www.imdb.com](http://www.imdb.com)), the #1 movie website in the world with a combined web and mobile audience of more than 250 million unique monthly visitors. Follow IMDbPro on Facebook (<https://www.facebook.com/imdbpro/>), Instagram (<https://www.instagram.com/imdbpro/>) and Twitter (<https://twitter.com/imdbpro>).

### **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>.

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