



## IMDb ANNOUNCES TOP 10 STARS OF 2011

Black Swan's Natalie Portman and Mila Kunis Knock Johnny Depp Off His Perennial #1 Perch; For The First Time Since 2007, No Twilight Stars Rank In The Top 10; Jennifer Lawrence Is IMDb's #1 Emerging Star of 2011

SEATTLE – Dec. 20, 2011 – IMDb ([www.imdb.com](http://www.imdb.com)), the #1 movie website in the world, today unveiled the top 10 stars of 2011. Rather than base its annual rankings on the reviews of critics or box-office performance, this definitive top 10 list is determined by the actual page views of the more than 110 million monthly unique users of IMDb.com and IMDb's leading mobile apps. To view all of IMDb's year-end lists and make your own, go to: [www.imdb.com/bestof2011](http://www.imdb.com/bestof2011).

### IMDb's Top 10 Stars of 2011\*

1. Natalie Portman
2. Mila Kunis
3. Johnny Depp
4. Emma Stone
5. Chris Hemsworth
6. Olivia Wilde
7. Jennifer Lawrence
8. George Clooney
9. Ryan Gosling
10. Christian Bale

*\*List determined by page views.*

### Of note:

- In addition to Natalie Portman and Mila Kunis, landing at #1 and #2 respectively, women earned 5 of the 10 spots on IMDb's list this year as compared to 2010 when only 3 actresses (Kristen Stewart, Megan Fox and Zoe Saldana) made the cut.
- Johnny Depp dropped to the #3 position in 2011 after earning the top spot on IMDb's annual list for 6 out of the last 7 years.
- For the first time since 2007, the Twilight leads failed to place in the top 10. Kristen Stewart, #2 last year, had a reason to be melancholy as she dropped to #12. Robert Pattinson, #1 in 2009 and #3 last year, fell out of the top 25 at #26.
- In 2011, IMDb users' attention turned to a lot of new faces – primarily female. Jennifer Lawrence, who resides at #7 on this year's list, wasn't even in the top 100 last year but this year benefited from several notable performances and anticipation of The Hunger Games. Other female newcomers to the top 10 included Emma Stone, catapulting 20 spots from #24 to #4, and Olivia Wilde, vaulting 76 spots to #6. The only man to crack IMDb's top 10 for the first time in 2011 was Chris Hemsworth, who thundered in from #55 to #5.
- The highest ranked emerging stars (those who charted for the first time this year on IMDb's top 100 list) are as follows (in order of popularity): Jennifer Lawrence, Tom Hardy, Emily Browning, Michael Fassbender, Rosie Huntington-Whiteley, Henry Cavill, Dianna Agron, Alex Pettyfer, Jason Momoa, and Saoirse Ronan.
- Of course, the new faces in IMDb's top 10 meant that some familiar fan favorites had to go. Leonardo DiCaprio, Brad Pitt, Robert Downey Jr., Gerard Butler, Megan Fox and Zoe Saldana (last year's ascendant on the list) all had to settle for positions outside of the top 10.

"It was a banner year for Portman, who was, by a wide margin, our most viewed celebrity," said Keith Simanton, Managing Editor of IMDb. "You can see why. She won a Best Actress Oscar for Black Swan, was in the news (along with her fiancé, choreographer Benjamin Millepied) welcoming a son into the world in June, and appeared in three films (No Strings Attached, Your Highness and Thor). Mila Kunis, her Black Swan rival and object of desire, took the #2 spot, appeared in Friends with Benefits and attended a Marine Corps Ball in November with a soldier who, while stationed in Afghanistan, asked her out via YouTube."



Additional IMDb year-end lists available at [www.imdb.com/bestof2011](http://www.imdb.com/bestof2011) include the following: The top 10 films of the year as determined by user ratings; the top 10 reasons we loved watching TV in 2011 as selected by Melanie McFarland, IMDb's TV editor; personal top 10 lists compiled by Col Needham, IMDb's CEO and founder, and Keith Simanton, IMDb's Managing Editor.

#### **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 160 million unique monthly visitors. IMDb offers a searchable database of more than 130 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb provides -- including showtimes, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist -- when making viewing decisions. IMDb's portfolio of leading entertainment apps includes its popular "Movies & TV" app for iPhone, iPad, Kindle Fire, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been more than 50 million downloads of IMDb's mobile apps worldwide. X-Ray for Movies ([www.imdb.com/x-ray](http://www.imdb.com/x-ray)) a feature that revolutionizes the movie-watching experience by bringing the power of IMDb directly to movies on Kindle Fire HD, launched in September 2012. To learn more, go to: (<http://www.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:**

Emily Glassman, IMDb, (206)266-8077 [press@imdb.com](mailto:press@imdb.com)