



## THE IMDb YACHT CRUISES INTO SAN DIEGO COMIC-CON WITH HOST KEVIN SMITH, TOP CELEBRITIES, AND LEADING BRANDS

**IMDb's coverage of Comic-Con includes celebrity video interviews, a live streaming video broadcast, a new "Fan IQ" trivia game, and the IMDb Yacht Party**

**Anchor Bay, TCL, and Universal Pictures are on board as sponsors**

SAN DIEGO, CA – July 18, 2016 – IMDb, the world's most popular and authoritative source for movie, TV and celebrity content, today announced that writer/director/podcaster Kevin Smith will host original celebrity video interviews and convention coverage aboard The IMDb Yacht throughout San Diego Comic-Con® International 2016. IMDb's Comic-Con 2016 special section, launching today, features preview coverage, a welcome video message from Kevin Smith, and a new "Fan IQ" trivia game, sponsored by TCL®.

To follow IMDb's exclusive Comic-Con coverage, visit <http://www.imdb.com/comic-con>, follow #IMDboat on Twitter or visit IMDb's official Facebook (<https://www.facebook.com/imdb>) and Instagram (<https://www.instagram.com/imdb/>) accounts. Coverage will be accessible by IMDb's more than 250 million unique monthly visitors worldwide via IMDb's website, mobile apps and social media accounts.

"We are delighted that Kevin Smith will be conducting three days of coverage and original celebrity interviews in the video studio aboard The IMDb Yacht at Comic-Con and that leading brands are joining our maiden voyage to create truly unique experiences for fans, celebrities and other industry VIPs," said Col Needham, IMDb's founder and CEO. "Our goal is to give our hundreds of millions of users all over the world a virtual front row seat at Comic-Con while providing an oasis for celebrities and VIPs at the world's biggest celebration of fandom."

"I hit IMDb every day," said Kevin Smith. "It's my homepage. The amount of entertainment trivia I know thanks to falling down rabbit holes while looking up information on IMDb is finally going to be put to good use at Comic-Con. I can't wait to talk to the creators, makers and casts of the movies and TV shows that are bringing the buzz to Comic-Con this year! I'll be the sweaty guy on The IMDb Yacht singing 'I'm on a boat!'"

The IMDb Yacht, which is accessible by invitation only, will serve as a gateway to distinguished entertainment brands by creating a must stop destination for talent and industry VIPs. The three-deck, 158-foot long boat will be docked at Fifth Avenue Landing, immediately behind The San Diego Convention Center. It opens to invited guests only on Thursday, July 21.

Timeline of events aboard The IMDb Yacht:

- On July 21-23, IMDb and Kevin Smith will produce original video coverage on the open-air top deck, including interviews with celebrity guests from "The Walking Dead," "Vikings," "Agents of S.H.I.E.L.D.," "Ash vs Evil Dead," "The Man in the High Castle," "Snowden," Tested.com, The Hollywood Reporter, and more.
- The first deck will include the TCL® Refresh and Recharge lounge featuring 4k TVs from TCL®, the Anchor Bay screening lounge, a photo station featuring Anchor Bay shows in collaboration with Amazon's Geek Boutique, and an exhibition of hand-made prop replicas from Adam Savage's Tested.com. Select fans will be invited to enjoy the IMDb Yacht on Friday, July 22.
- The IMDb Yacht Party, Presented by TCL®, will take place on Friday evening, July 22. This is an invitation only event.
- On Saturday, July 23, at 3:00 pm Pacific time, Kevin Smith will host "IMDb Live at Comic-Con," a live-streaming show broadcast via Twitch.tv and sponsored by Universal Pictures' upcoming movie "Jason Bourne," in which Matt Damon returns to his iconic role. The show will feature Kevin Smith's wrap-up analysis of the convention along with conversations with special celebrity guests from "Orphan Black," "The Flash," "Con Man," "Call of Duty: Infinite Warfare," and more.

In celebration of Comic-Con, IMDb has launched "Fan IQ Quiz," a new interactive trivia game that challenges fans to answer questions about the shows, movies, quotes, and actors most relevant to Comic-Con, and to share their "Fan IQ" score via social



platforms, inviting friends and foes to compete. "Fan IQ Quiz," which is sponsored by TCL®, is available now on IMDb's website, mobile apps, and at <http://www.imdb.com/comic-con> beginning today.

#### **About Kevin Smith**

Kevin Smith first came to attention as the writer/director of a film called "Clerks." It's been all downhill ever since.

#### **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>.

#### **About Anchor Bay Entertainment**

Anchor Bay Entertainment is a leading independent home entertainment company that acquires and releases a wide array of filmed entertainment in the theatrical and home entertainment markets, including STARZ Original series, children's entertainment, fitness (Anchor Bay Fitness), sports and specialty films on Blu-ray™ and DVD formats. The company has long-term distribution agreements in place for select programming with The Weinstein Company, AMC Networks and RADiUS, among others. Headquartered in Beverly Hills, CA, Anchor Bay Entertainment ([www.anchorbayentertainment.com](http://www.anchorbayentertainment.com)) is a full service distributor in the North American market. Anchor Bay Entertainment is a Starz (NASDAQ: STRZA, STRZB) business, [www.starz.com](http://www.starz.com).

#### **About TCL**

TCL is one of the fastest growing consumer electronics and TV brands in North America. Already one of the world's best-selling TV brands, TCL (The Creative Life) was founded more than 30 years ago and prides itself on delivering high quality products featuring stylish design and the latest technology. With extensive manufacturing expertise, a vertically integrated supply chain, and state-of-the-art panel factory, TCL offers innovative televisions, including the award-winning TCL Roku TV.

#### **About Universal Pictures' Jason Bourne**

Matt Damon returns to his most iconic role in Jason Bourne. Paul Greengrass, the director of The Bourne Supremacy and The Bourne Ultimatum, once again joins Damon for the next chapter of Universal Pictures' Bourne franchise, which finds the CIA's most lethal former operative drawn out of the shadows. For Jason Bourne, Damon is joined by Tommy Lee Jones, Alicia Vikander, Vincent Cassel and Riz Ahmed, while Julia Stiles reprises her role in the series. Frank Marshall again produces alongside Jeffrey Weiner for Captivate Entertainment, and Greengrass, Damon, Gregory Goodman and Ben Smith also produce. Based on characters created by Robert Ludlum, the film is written by Greengrass & Christopher Rouse. [www.jasonbournemovie.com](http://www.jasonbournemovie.com)

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