



Amazon Names 28th July 'Download Day' - The Day Amazon Prime Video UK Will See The Most TV and Movies Downloaded To Enjoy Offline And On Travels

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Amazon predicts record downloads on Friday 28th July with customers downloading the most TV and movies ahead of summer travel departures which peak the following day

Highly-acclaimed Amazon Original Series The Grand Tour, American Gods and Sneaky Pete amongst most downloaded shows this year

Amazon also predicts an uplift in downloads across Amazon Appstore, Kindle Store and Amazon Prime Music

LONDON - 27 July, 2017 - Amazon names Friday 28th July "Download Day" - the day UK customers are expected to download the most content to enjoy offline from Prime Video. Falling the day before the start of the anticipated busiest travel week of the year based on Civil Aviation Authority reports from 2016, trends show that this will be the day that Amazon customers will download the largest amount of TV shows, movies, music, apps, games and books from Amazon.co.uk to enjoy offline, on their summer travels. Amazon has also predicted that Wednesday 2nd August will be the day the majority of downloaded content will be viewed, a couple of days into the holiday when sunburn begins to strike, the hundredth game of cards has been played and trying to learn a foreign language by watching the local news channel has become a little frustrating.

UK airports reported a record-breaking summer travel period in 2016 with Gatwick Airport experiencing more than 8 million passengers taking flights between Friday 22nd July to Sunday 4th September, up 6.6 per cent on 2015. The busiest day for departures at this airport was Friday 29th July. Similarly, Eurostar saw an increase in passenger numbers from the start of August 2016, following the introduction of low-cost return day trip tickets to Paris and Brussels.

Last Friday saw more than 8,800 flights leave or enter UK airspace, making it the start of an intense period of UK travel, with NATS (the UK's leading provider of air traffic control services) predicting over 770,000 flights this summer. This would make 2017 the busiest summer travel period in history, a 5 per cent increase on 2016.

The popularity of downloaded TV and movie content to watch on the go has continued throughout 2017; the most downloaded TV shows on Prime Video so far this year are:

- American Gods
- Black Sails
- Lucifer
- Parks and Recreation
- Peppa Pig
- Sneaky Pete
- The Grand Tour
- The Man in The High Castle
- The Walking Dead
- Vikings

As well as these TV Series, some of the most downloaded movies on Amazon Prime Video so far this year include:

- David Brent: Life on the Road
- Dr. Seuss' The Lorax
- Eye in the Sky
- Interstellar (2014)
- John Wick
- Legend
- Now You See Me 2
- The BFG
- The Bourne Legacy
- The LEGO Movie

"As the first streaming service to have offered download capability, we know how much our customers value being able to download our TV shows and movies to watch on the move, especially at this time of year when travel for families across the UK is at its highest" said Jay Marine, VP of Amazon Video Europe. "Prime Video has something for everyone – from *Peppa Pig* for the kids, to *American Gods* for fantasy drama fans, to our most popular

global show *The Grand Tour* for the whole family – we have thousands of movies and TV shows to download and watch on the go this summer.”

Amazon also predicts that *Download Day* on Friday 28th July 2017 will see an increase in offline downloads from Amazon Prime Music, Amazon Appstore and Kindle Store.

Prime Video members can download thousands of popular movies, TV shows and Amazon Original Series to enjoy anytime, anywhere at no additional cost including *The Grand Tour*, *American Gods*, *Man in The High Castle*, *Transparent* and *Bosch*. The Prime Video app is available on smart TVs, iOS and Android mobile and tablet devices, Amazon Fire TV, Fire TV Stick, Fire tablets and games consoles and through the web at www.amazon.co.uk/primevideo.

To celebrate *Download Day*, Amazon is offering customers £5 off the all-new Fire 7 tablet starting today and for a limited time only. Now thinner, lighter, with longer battery life and an improved display, Fire 7 is a great way to download and watch all your favourite movies, TV shows and more, all while on-the-go. For more information about Fire 7, visit www.amazon.co.uk/fire-7.

For more information and to discover the wide range of content available to download and enjoy offline, visit www.amazon.co.uk. Join the conversation on Friday 28th July by using the hashtag #DownloadDay.

- Ends -

About Amazon.co.uk

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About Amazon Video

Amazon Video is a premium on-demand entertainment service that offers customers the greatest choice in what to watch, and how to watch it. Amazon Video is the only service that provides all of the following:

- **Prime Video:** Thousands of popular movies and TV episodes, to stream or download, including Amazon Originals and Exclusives like *American Gods*, based on the award-winning novel by Neil Gaiman; recently launched Series 2 of *Preacher* starring Oscar nominated Ruth Negga and Dominic Cooper; *Sneaky Pete*, executive produced by Bryan Cranston; *Goliath*, starring Billy Bob Thornton; 2016 BAFTA winning *Transparent*; Ridley Scott produced *The Man in the High Castle*; 2016 Golden Globe® winning *MR. ROBOT*; *Bosch*, based on Michael Connelly's best-selling books; all series of *Ripper Street* and Clarkson, Hammond and May show *The Grand Tour*. Plus, must-see films like *The BFG*, *The Imitation Game*, *Free State of Jones*, *The Hateful Eight*, *Room*, *Spotlight* and more. Prime Video is also now available to customers in more than 200 countries and territories around the globe.
- **Amazon Channels:** Allowing Prime members to add over 40 individual channel subscriptions including Discovery, Eurosport Player, hayu and others to their Prime Video viewing experience for an additional low monthly subscription fee, without the need to sign up for a bundle or enter a lengthy contract.
- **Rent or Own:** Thousands of titles, including new-release movies and current TV shows available for on-demand rental or purchase for all Amazon customers.
- **Watch Anywhere:** Instantly watch anytime, anywhere through the Amazon Video app on smart TVs, mobile devices and tablets, Amazon Fire TV, Fire TV Stick, Fire tablets, on Xbox, PlayStation, Wii and Wii U, and through the web at www.amazon.co.uk/primevideo.
- **Premium Features:** Top features like 4K Ultra HD, High Dynamic Range (HDR) and mobile downloads for offline viewing.

About Prime

Prime members get unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to more than two million songs with Prime Music; exclusive access to purchase tickets for Prime Live Events with major artists, luxury Amazon lounges, Premium Seating and Pre-Sales for music concerts and entertainment shows across the UK available on Amazon Tickets; unlimited reading from a rotating selection of books, magazines, comics and more with Prime Reading; unlimited secure photo storage with Prime Photos, Twitch Prime; early access to select Lightning Deals, one pre-released book a month with Kindle First, and more. Prime was built on the foundation of unlimited fast delivery and members receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow, and Edinburgh; and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the UK population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.co.uk/about.