

## Entertainment

*A major summer blockbuster breaks a box office record. Its young starlet becomes the first actress to ink a \$25 million-a-picture deal. During the opening minutes of a business meeting, a purchasing agent of a large firm mentions that he saw the movie this past weekend. As negotiations stall over pricing, a top salesperson quips "at least it's not \$25 million." Laughter relieves an awkward moment and the negotiations continue. When business deals require comic relief, do your clients have witty stories in their repertoire?*

The **Entertainment CustomWire** delivers a nonstop flow of real-time news items on the Entertainment industry--film, television, music, publishing and theatre. Regularly covered items are box offices grosses, video rental statistics, interviews, celebrity news items and gossip, award ceremony coverage, casting announcements, television studio and film studio corporate activities, book releases, magazine industry news and video game releases. If your clients desire more leisure-driven items, the **Entertainment CustomWire** also includes horoscopes, humor, trivia and lottery results.

Comtex's **Entertainment CustomWire** features content from a diverse blend of well-known publishers like **World Entertainment News Network, United Press International, Business Wire, DVD Insider** and **Cineman Syndicate**.



Whether it's casual conversation around the coffee pot or business as usual, keep your customers entertained and in-the-know because entertainment and bottom line are not mutually exclusive. Give your clients Comtex's **Entertainment CustomWire** to keep them hip with pop culture.

### Statistics

#### Daily Story Average:

- 280-300 stories per day, Monday-Friday
- 120-200 articles, Saturday and Sunday

