

AN ENDANGERED BREED

THE SPARSE LANDSCAPE OF VIDEO RENTAL STORES

Invented in the 1970s, Video Rental stores were a staple of American culture for decades. With the invention of streaming services, physical stores have become increasingly defunct. However, there are areas of the country where video rentals are alive and well. Why is this? Who knows

First video rental store in the U.S., Video Station, opens in Los Angeles in 1977

Star Wars: A New Hope is the most rented movie of all time, bringing in \$228.2m in rental sales

Blockbuster was at its peak in 2004, with 9,094 stores nationwide

VIDEO RENTAL STORES PER 1 MILLION PEOPLE (2018)

