

Madrid, 18th September 2014

“OCHO APELLIDOS VASCOS” BECOMES THE MOST RENTED PREMIERED MOVIE IN HISTORY ON DIGITAL PLATFORMS WITH 160,000 DOWNLOADS

- **No other film, Spanish or foreign, has seen a similar phenomenon with on line rental on digital platforms**
- **With more than 48,000 DVD sales over the past two months, the Telecinco Cinema production is one of the best-selling titles of recent years, as well as being the most acquired in 2014**
- **the official “Ocho Apellidos Vascos” book will be available from the 25th of September, published with unedited material from the director, Emilio Martínez Lázaro, and screenwriters Borja Cobeaga and Diego San Jose**



Leader of the Spanish box office for 62 consecutive days, “Ocho Apellidos Vascos”, comedy deals with the love story between Rafa (Dani Rovira), a thoroughbred Andalusian, who is in love with Amaia (Clara Lago), a girl from the Basque Country, it has managed to set new milestones in the history of Spanish cinema.

As well as being the most successful of our national films thanks to the 56 million euros raised and its 9 and a half million viewers, Telecinco Cinema production, Lazona, Kowalski Films and Snow Films have managed to set a new record in the cinematographic market. Available on most digital platforms, “Ocho Apellidos Vascos” has become the most rented title release in the video on demand market with over 160,000 downloads in the first ten weeks.

At the same time, distribution on DVD and Blu-Ray also recorded an excellent performance. During the past two months, more than 48,000 units have been bought, making it one of the most purchased DVD movies, plus the best-selling in 2014. These figures exceed the outstanding records of "The Impossible", one of Telecinco Cinema successes, with almost 36,000 units sold.

The official book “Ocho Apellidos Vascos”, on sale soon

The adventures experienced by *Rafa* (Dani Rovira), *Amaia* (Clara Lago), *Koldo* (Karra Elejalde) and *Merche* (Carmen Machi) will arrive in bookstores on September 25th with the release of the official book “Ocho Apellidos Vascos”. Edited by Plaza y Janes under the brand of Penguin Random House Group Editorial, **the book will provide fresh and exclusive material from the director, Emilio Martínez Lázaro, and screenwriters Borja Cobeaga and Diego San Jose**, plus oddities, photographs and other information of interest with the spirit and sense of humor that characterizes the film.

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