

Briefs: France Telecom deal with Buena Vista TV

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France Telecom signed an agreement with Buena Vista International Television to allow its television subscribers to get video-on-demand.

The deal will allow France Telecom's Wanadoo broadband and MaLigne TV subscribers to access some of Buena Vista's film library, including Touchstone Pictures and Miramax Films.

"We are working with operators such as France Telecom to provide secure ways for viewers across the world to access our movies online, on demand, and to help drive uptake of legitimate download services. This VOD agreement across France Telecom's IPTV and broadband platforms marks the beginning of a key relationship, which we see eventually covering additional territories in Europe, across our programming portfolio for distribution on emerging platforms," Philippe Maigret, senior vice president of sales and portfolio development at Buena Vista, said in a news release.

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