

Warner Bros. first studio to offer VOD in China

June 15 2011

(AP) -- Warner Bros. says it will become the first movie studio to launch a national video-on-demand service in China.

The studio says it expects the service to be available in 3 million cable TV homes in China by the end of summer, and it believes there is the potential to reach 200 million cable [TV households](#) eventually.

[Warner Bros.](#)' president of international home video and [digital distribution](#), Jim Wuthrich, said in a statement that China is developing methods to offer movies outside cinemas legitimately.

Consumers will be able to catch recently released films including "Harry Potter and the Deathly Hallows: Part 1," which came out in November.

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