

# 'Shrek' studio joins Wal-Mart disc-to-digital plan

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In a May 14, 2008 photo Dreamworks animation SKG Inc. chief executive Jeffrey Katzenberg poses for a portrait during the 61st International film festival in Cannes, southern France. Dreamworks and five other studios are teaming up with Wal-Mart Stores Inc. for a new disc to digital service that launches Monday April 16, 2012 at Walmart stores. (AP Photo/Matt Sayles)

(AP) -- DreamWorks Animation SKG Inc., the maker of "Shrek," "Madagascar" and "Kung Fu Panda," is teaming up with Wal-Mart Stores Inc. to help people convert their old DVDs into an online movie library.

Jeffrey Katzenberg, DreamWorks' chief executive, says that the new "Disc to Digital" service will help consumers adapt to technological change. The service launches Monday at Walmart stores nationwide.

DreamWorks joins five other participating studios: [Viacom Inc.](#)'s Paramount, Sony Corp., Comcast Corp.'s Universal, News Corp.'s [20th Century Fox](#), and Time Warner Inc.'s Warner Bros.

Consumers who bring in physical DVDs and Blu-ray discs can pay \$2 per disc to be able to access the movies through Wal-Mart's Vudu online movie service on computers, mobile devices, Internet-connected TVs and game consoles. To start, 4,000 titles are convertible.

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