

Fox launches streaming films with iTunes, Google

September 18 2012



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Twentieth Century Fox, the cinema unit of Rupert Murdoch's News Corp., said Tuesday it would offer streaming movies for various devices through Apple's iTunes, Google Play and other services.

The Digital HD project will allow access to new releases before DVDs are issued, "attractive pricing," cloud storage and availability across multiple devices, News Corp. said in a statement.

"Whether the plan involves watching Fox movies on connected HDTVs in your living room, or on your tablet or smartphone on the run, Digital HD offers up versatility and convenience," the statement said.

The company said more than 600 Fox films will be made available to US customers from Amazon, [CinemaNow](#), [Google Play](#), iTunes, PlayStation, Vudu, XboxLive and [YouTube](#).

"With almost 800 million broadband connected devices globally, and millions of people accessing entertainment on those devices, we feel the medium's time has come," said Mike Dunn, president worldwide of Twentieth Century Fox Home Entertainment.

"Digital HD redefines digital ownership in a way that presents consumers with a full range of benefits in a coherent way, and it allows them the chance to build digital movie collections that can literally be carried in the palms of their hands."

Fox plans to offer the service in more than 50 countries, said Mary Daily, the unit's chief marketing officer.

Among the first titles is the sci-fi thriller Prometheus, selling for under \$15, and arriving three weeks before Blu-ray, DVD and video-on-demand, the company said.

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Citation: Fox launches streaming films with iTunes, Google (2012, September 18) retrieved 18 April 2024 from <https://phys.org/news/2012-09-fox-streaming-itunes-google.html>

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