

Sony hopes sharable clips, extras aid movie buying

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Sony is hoping that providing sharable movie clips and extras like deleted scenes will prompt more people to buy digital movies. At least that's the intention behind a new initiative it's calling Vudu Extras+.

The initiative gives people who buy movies on Wal-Mart Stores Inc.'s online video service Vudu the ability to share dozens of clips or behind-the-scenes footage on Facebook and Twitter. In each case, a link takes you to a website with the clip embedded.

For its first movie under the system, "District 9," Sony makes available 17 clips, five deleted scenes and five snippets available for sharing. Some of the content is reserved for others who also buy the movie for at least \$9.99.

More information: District 9 with Vudu Extras+: bit.ly/1a5Suea

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