Comcast to sell films, shows via set-top box

November 15 2013, by Ryan Nakashima

(AP)—Comcast Corp. plans to start selling movies and TV shows from its set-top box before the end of the year. That's according to a person familiar with the matter.

The nation's largest cable TV provider already rents movies and TV shows. By selling content through set-top boxes, it will expand a market that remains a small fraction of home entertainment spending in the U.S.

Under the plan, the 20 million subscribers of Philadelphia-based Comcast Corp.'s digital TV service will initially be able to select from a few hundred titles that include new releases, family fare and fan favorites. The list is expected to expand quickly over time.

After buying, users can stream them limitlessly from their set-top box, or download the video to computers and mobile devices.

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