

SEARCH BLOG

FLAG BLOG

FOLLOW BLOG

Next Blog»sal1mineo@hotmail

# POPSURFING.COM

SURFING THE WAVES OF POPULAR CULTURE  
BY MICHAEL GILTZ & FRIENDS

WEDNESDAY, FEBRUARY 15, 2006

## Disney Plans Service To Beam New Movies Right Into Your Home

Disney just announced a new service to compete with Netflix and DVD rentals. Called [MovieBeam](#), it promises to send regular and hi-def movies right into people's homes. Disney got a bump in its stock, while Blockbuster took a hit. The service includes all the major studios and just launched in 29 major cities. But so what? It's a terrible idea that will flop. People are expected to buy a \$200 set-top box (which they'll presumably balance on top of their cable set-top box and the DVD player and perhaps that old VCR as well). Then they pay \$30 for an installation fee and then pay \$5 to watch new releases and \$2 for older titles. The box comes loaded with 100 titles and Disney rotates in ten new releases a week. In short, you have an incredibly limited number of titles to choose from, you pay more than you would at Blockbuster, a LOT more than you do at Netflix and you have to buy another expensive box for the privilege of doing so. And does it somehow provide a better experience than the VOD with countless titles already available from most people's cable companies? Not in the least. MovieBeam is a joke and I have no idea why Wall Street fell for it.

POSTED BY MICHAEL IN NEW YORK AT 3:05 PM



### 6 COMMENTS:

truthisoutthere said...

I hadn't heard about this but you eviscerated it pretty good. Who exactly is the audience for this thing?

3:11 PM

Anonymous said...

What a stupid idea.

3:16 PM

FAVORITE LINKS

[Americablog](#)

[Five O'Clock Lightning baseball blog](#)

[Deep Pop -- Lori Lakin's Blog](#)

[The Back Page -- Jason Page on ESPN Radio](#)

[Cine-Blog -- George Robinson's Blog](#)

[Documents On Art & Cinema - Daryl Chin's Blog](#)

[Brucie G's Wondrous Blog Of Adventure and Mystery -- Bruce Greenspan's Blog](#)



---

BLOG ARCHIVE

▼ [2009 \(17\)](#)

▼ [July \(3\)](#)

[1939 -- The Greatest Year For Movies](#)

[Swimming Bans Those Hi-Tech Suits!](#)

[Best Movies Of The Year -- The Master List](#)

▶ [June \(3\)](#)

▶ [May \(1\)](#)

▶ [March \(2\)](#)

▶ [February \(1\)](#)

▶ [January \(7\)](#)

▶ [2008 \(86\)](#)

▶ [2007 \(781\)](#)

▶ [2006 \(2412\)](#)

▶ [2005 \(5\)](#)



---

CONTRIBUTORS

[Biboy](#)

[Aaron](#)

