

UNCATEGORIZED

Warner Bros. to Distribute Films Using Bit Torrent

The popularity of video on portable devices has studios looking to tap into...wait for it...peer-to-peer file-sharing.

By Brad King

May 9, 2006

Music, movie, and film studios have been battling file-trading networks since 1999, attempting to shut down these peer services, while also hoping to build their own distribution network directly into the home. Unfortunately, many of those studios found that creating their own e-commerce distribution network, complete with unwieldy digital rights management, was not very compelling to consumers.

(Why? Quick: what studio put out your favorite movie this year? What music label distributes your favorite bands?)

Eventually, a few vendors began popping up, most notably, Apple's iTunes, and that seemed like a really good idea for entertainment studios – until they realized that by utterly destroying the digital retail market a few years back, they are left with precious few places to go when it comes to selling their wares.

So, naturally, you can expect to see these companies begin turning to the very file-sharing networks they attempted to shut down. Warner Bros. announced that it would begin selling its film and television shows using Bit Torrent, a popular tool for sharing large files.



Give a gift subscription to MIT Technology Review and save 25% this holiday season.

Warner Bros., a division of Time Warner Inc., said it will use BitTorrent's ability to speed the downloading of large computer files to rent and sell its films the same day the movies become available on DVD...

"If we can convert 5, 10, 15 percent of the peer-to-peer users that have been obtaining our product from illegitimate sources to becoming legitimate buyers of our product, that has the potential of a huge impact on our industry and our economics," said Kevin Tsujihara, president of the Warner Bros. Home Entertainment Group. It's a shame nobody thought of this back in 1998. **T**

by Brad King



Give a gift & save 25%

Empower the tech enthusiast on your list by gifting them exclusive access to emerging tech news, big perspectives & evolving trends.

GIVE A GIFT & SAVE

DEEP DIVE

MIT Technology Review

UNCATEGORIZED

Capitalizing on machine learning with collaborative, structured enterprise tooling teams

Machine learning advances require an evolution of processes, tooling, and operations.

By Miriam Friedel

The Download: how to fight pandemics, and a top scientist turned-advisor

Plus: Humane's Ai Pin has been unveiled

By Rhiannon Williams

The race to destroy PFAS, the forever chemicals

Scientists are showing these damaging compounds can be beat.

How scientists are being squeezed to take sides in the conflict

MITT Romney will

learning applications.

By Antonio Regalado

STAY CONNECTED

Illustration by Rose Wong

Get the latest updates from MIT Technology Review

Discover special offers, top stories, upcoming events, and more.

Enter your email

[Privacy Policy](#)

The latest iteration of a legacy

MIT Technology Review

and political impact.

READ ABOUT OUR HISTORY

Advertise with MIT Technology Review

Elevate your brand to the forefront of conversation around emerging technologies that are radically transforming business. From event sponsorships to custom content to visually arresting video storytelling, advertising with MIT Technology Review creates opportunities for your brand to resonate with an unmatched audience of technology and business elite.

ADVERTISE WITH US

[About us](#)

[Careers](#)

[Custom content](#)

[Advertise with us](#)

[International Editions](#)

[Republishing](#)

[MIT News](#)

[Help & FAQ](#)

[My subscription](#)

[Editorial guidelines](#)

[Privacy policy](#)

[Terms of Service](#)

MIT Technology Review

[Contact us](#)



© 2023 MIT Technology Review