

# Amazon Prime to distribute old shows from HBO

NEW YORK, USA: Amazon scored has struck a deal with HBO to distribute old shows from the premium cable TV channel to its Prime subscribers, landing a blow to rival Netflix in the streaming video battle.



Characters from the hit show The Sopranos. These and other old shows from HBO are now available on Amazon Prime. Image: Wikipedia

Amazon said the multi-year deal would allow it to stream top HBO shows from past years like "The Sopranos", "The Wire" and others to Prime Instant Video service customers, who pay a monthly fee for unlimited viewing.

Until now HBO had distributed its shows via streaming to customers of its own HBO GO service. The shows could also be watched on a pay-per-view basis via Amazon and other re-distributors.

For the newest HBO content, viewers will still have to subscribe directly to the company or watch them on HBO cable channels.

"Amazon Prime customers will get access to popular shows like "Girls", "The Newsroom" and "Veep" around three years after HBO broadcasts them," the companies said in a joint statement.

"HBO's original content is some of the most-popular across Amazon Instant Video, our customers love watching these shows," said Brad Beale, Amazon's director of content acquisition.

"Now Prime members can enjoy a collection of great HBO shows on an unlimited basis, at no additional cost to their Prime membership," he added.

Amazon did not disclose how much it would pay HBO for the deal. The service officially launches for viewers from 21 May.

"Given our long-standing relationship with Amazon, we couldn't think of a better partner to entrust with this valuable collection," said HBO executive vice president Glenn Whitehead.

HBO has built a dedicated audience on its original programming, which has garnered award after award over more than two decades.

Meanwhile, Netflix has started producing its own original shows in addition to a large catalogue of recent and old movies, starting with the broadcast last year of the much-acclaimed "House of Cards."

Source: AFP via I-Net Bridge

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