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## Macworld2008: Apple and Fox launch "iTunes Digital Copy"

Buy DVD, get iTunes copy "free"

by Amy-Mae Elliott published on 16 January 2008

20th Century Fox and Apple have announced "iTunes Digital Copy" which gives customers who purchase a Fox DVD a digital copy of the movie for iTunes.

Like movies bought from iTunes, an iTunes Digital Copy can be viewed on a PC or Mac, iPod with video, iPhone or on Apple TV.

The first DVD available with the new gimmick will be the Family Guy Star Wars spoof, "Blue Harvest" which has just been released in the States, with "many more" promised for the year to come.

It works by inserting the DVD into your computer, entering a unique code into iTunes and then iTunes automatically copies the movie.

But, the companies warn, each DVD will only transfer its iTunes Digital Copy to one iTunes library.

