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Apple to announce iTunes movies for UK

Rentals and purchases rumoured to be coming soon

by Amy-Mae Elliott published on 29 May 2008

Apple is "poised" to announce it will start selling films from major Hollywood studios for download in the UK on iTunes, reports The Times.

Not the first time such mutterings have been made, "studio sources" are suggesting that films will go on sale or rental via iTunes, within months, at prices "on a par" with DVDs.

Apple is said to have reached agreements with Disney, Paramount, Twentieth Century Fox, Warner Brothers, Lions Gate and MGM in negotiations that also cover Canada.

Exact pricing details are not said to be finalised - with Apple said to be allowing flexible pricing - but the studio sources said that they "would not want to undercut DVD prices."

Sony Pictures and Universal Studios are said to be "outside" the anticipated agreement.

