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Motorola to offer Paramount movies

40 films costing up to £8.99 a pop

by Stuart Miles published on 9 June 2008

Motorola has announced that it is partnering with Paramount to launch a movie service for its mobile phone customers.

Launching initially in the UK and then four other European countries - Germany, Italy, Spain and France, the movie download store won't be an on the go offering, but instead give users the chance to download films direct to their PC's, and then side load them to mobile phones including the new MOTO Z10.

Motorola, who is currently trying to market its phones towards a movie bias, is hoping consumers will be compelled to part with up to £8.99 per movie to watch on their mobile phone's small screen.

"We're expecting significant consumer interest in the movie download store, with blockbusters available from just £5.99", said Andrew Till, senior director of applications and service portfolio of the multimedia team at Motorola. "The first 40 films being made available mark a significant step change in our content strategy and we look forward to adding further rich material in the coming weeks and months."

Pricing for the downloads will range from £5.99 to £8.99 with titles including both classics and newer releases such as The Italian Job, Mission Impossible 3, Jackass, School of Rock and the complete back catalogue of Star Trek films.

The service will be available in the UK from today.

