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Motorola closes movie store

Paramount partnership goes to pot

by Amy-Mae Elliott published on 23 March 2009

Motorola has closed down the online movie downloads store it launched just 9 months ago.

The store, that was launched in conjunction with movie studio Paramount, was aimed at mobile phone owners to download films on their PCs and then sideload them to their compatible Moto handsets.

At launch, films cost from £5.99 to £8.99 with 40 titles available at its June debut including then blockbusters.

The store's closure has been confirmed to NMA and the marketing publication's sources suggest that "lack of marketing" was one reason for the service's lack of success.

Samsung has recently launched a mobile movie download store of its own with films priced at £4.99 - but so far only for the Tocco Ultra Edition handset.

