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## Amazon and Netflix in rumoured acquisition

### Could the online giant buy the DVD rental company?

by Amy-Mae Elliott published on 14 July 2009

It's rumoured that Amazon may acquire Netflix, the American mail-order and downloadable movie service that competes with Amazon in the online movie space.

Netflix stock is up almost 7% to an 11-week high on the back of the speculation, Bloomberg reports.

It's thought Amazon is looking to increase its digital distribution business models and although it currently offers more digital films than Netflix does, Netflix's customer base is of interest for the future potential.

Netflix currently has more than 10 million subscribers, mainly for its movies-by-mail service, who could convert to digital over the coming years.

Netflix and Amazon have refused to comment on the speculation.

