

<http://www.pocket-lint.com/news/9280/itunes-uk-getting-films-television>

iTunes UK to get films and TV downloads within weeks

Just a matter of flipping a switch

by Amy-Mae Elliott published on 9 August 2007

"Trusted sources" inside Apple have apparently told Ars Technica that the company plans to introduce movies and TV shows to iTunes UK "very soon".

The timescale being touted by these sources suggest that it could be within of a couple of weeks.

The rumours, which match comments from sources close to Pocket-lint, suggest that the technical aspects, and the content, are all set up and ready to go.

It is literally a matter of "flipping the switch" to enable iTunes users in the UK to access film, TV and video content.

No details were given about what this content might be - the assumption is because of copyright and territory restrictions, we will get a slightly different set of downloads than American iTunes offers.

Apple has been promising a full complement of iTunes content for us Brits by the end of this year so the timescale fits with known plans.

In the States a movie download "rental" service through iTunes, to help the appeal of Apple TV, has recently been rumoured.

