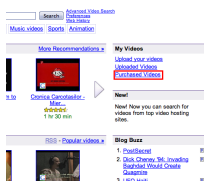


13 August 2007



The Purchased Videos link should disappear soon

By: Bogdan Popa, Security and Search Engines Editor

[Once Again, Google Video Is Dead!](#)

Only the paid version of the service

Google has finally decided: it will shut down the download-to-own/download-to-rent program from Google Video on August 15, 2007 meaning that no user will be able to purchase or download videos from the search giant's technology after this deadline. If you didn't know, this technology was implemented in January 2006 when the Mountain View company announced that the Google Video store allows you to buy all sorts of videos such as full-length movies, basketball games, interviews and other content. A few days ago, the search giant started sending several notifications to the paying customers, Google mentioning that everyone will receive a \$2 bonus to be used on Checkout. "As a valued Google user, we're contacting you with some important information about the videos you've purchased or rented from Google Video. In an effort to improve all Google services, we will no longer offer the ability to buy or rent videos for download from Google Video, ending the DTO/DTR (download-to-own/rent) program. This change will be effective August 15, 2007," the email reads according to Google Blogoscoped. "To fully account for the video purchases you made before July 18, 2007, we are providing you with a Google Checkout bonus for \$2.00. Your bonus expires in 60 days, and you can use it at the stores listed here [on Google Checkout]. The minimum purchase amount must be equal to or greater than your bonus amount, before shipping and tax. After August 15, 2007, you will no longer be able to view your purchased or rented videos." Let's analyze this email a bit. Google says that its download-to-own/download-to-rent program will be shut down. Well, when you bought a movie from Google Video, you actually purchased a multimedia file protected by the DRM that seems to overhaul your ownership over the video. Actually, it's somehow a weird problem: you don't own the content bought through the download-to-own program...