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Hancock digital streaming, long before Blu-ray
Sony

[Sony Brings First Blockbuster to BRAVIA Internet Video Link Customers](#)

Hancock digital stream, available long before Blu-ray

Seen Hancock? Liked it? Want to see it again but can't wait for the DVD and/or Blu-ray versions to hit the shelves? Well, it seems that you might be in luck, since Sony has decided that it's about time to push further its BRAVIA Internet Video Link service and will use it for streaming the famous superhero flick directly to customers' HDTVs.

According to the company's statement, Sony will offer three versions of Hancock, including a high-definition stream (720p) and two standard definition streams (480p) with different encoding for lower bandwidth customers. The BRAVIA Internet Video Link service will automatically detect the customer's bandwidth and select the best stream for optimum performance.

The offering from Sony is quite tempting from a financial point of view as well, since the movie can be rented for \$9.99, for a 24-hour viewing period. However, the consumers who will purchase the rental stream and who will register online will also receive a FREE copy of Hancock, when it arrives in stores, towards the end of November.

And why is this event so important? Might this be a whole new marketing strategy by Sony? The answers to the two questions listed above are pretty simple ones. The event is so important just because this is the first time that a major movie title is delivered via an Internet platform prior to the retail DVD and Blu-ray Disc availability. And yes, this could actually be the beginning of a whole new chapter in digital content provision, but we'll have to wait and see if Sony applies the same tactic in the case of its future major release.

Practically, it seems that major movie studios have finally acknowledged the fact that digital downloads have become one of today's most important content delivery vehicles, one that might actually become a lot more important than optical media in the future. And the fact that Sony, of all companies, has decided to take this bold step is further proof that even its team is taking the situation quite seriously and is already working quite hard on its own "bailout" plan, in case the Blu-ray format fails to meet all expectations.

Even Sony's officials admit it, although they surround their statements with loads of PR....stuff. "Bringing Hancock directly to BRAVIA is something only Sony can do," said Randy Waynick, senior vice president for marketing in Sony's Home Products Division, commenting on the company's decision. "No other CE company has an entertainment portfolio like Sony and we will continue to push hardware innovation that brings value to our customers. This is an important development not only for the industry, but for consumers seeking new entertainment options," he added.