

Sainsbury's Makes Purchase in Online Entertainment

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UK supermarket Sainsbury's purchases "white label" online entertainment company Global Media Vault from MBL PLC for £1 million, saying "customers will soon be able to buy, rent or stream content from Sainsbury's."



Global Media Vault will operate with Sainsbury's as main client, and has a database containing 3M music, film and game assets for the UK market.

"Online retailing and the delivery of digital content will play a key role in the future of entertainment," Sainsbury's says.

The purchase follows the launch of Sainsbury's Entertainment website back in November 2010-- which we assume will soon start offering video-on-demand and online rental together with the physical DVDs and Blu-ray discs it already sells.

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