

## Sainsbury's, Rovi Team Up in Digital Video

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Sainsbury's pushes further into digital media-- after buying online media company Global Media Vault, it partners with Rovi for a digital video service.



The service should launch "later" in 2012 and will offer both video-on-demand and digital copies of "major" film and TV titles. The Rovi Entertainment Store powers the service.

Sainsbury's will first offer online video through Sainsbury's Entertainment website, before expanding access to Smart TVs, Blu-ray players, smartphones and consoles.

No word if the service will be available outside the UK is as yet available.

Go [Sainsbury's Partners with Rovi to Power New Digital Video Service](#)