

## Walmart to Sell VOD in Europe?

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According to Variety Walmart has big international hopes for streaming video service Vudu--with plans for expansion towards "parts of Europe" later this year.



Other parts of the world on the Vudu expansion map include Asia and Latin America.

If this is the case, Walmart will be mirroring Netflix which also just started offering its VOD service in Europe (specifically the UK and Ireland).

Where would Vudu start its European expansion from? The UK no doubt, where Walmart currently has its only European stores (Walmart also used to have stores in Germany, but left in 2006). Walmart cross-promotes Vudu throughout its stores, selling pre-paid service cards and running a disc-to-digital movie program.

Unlike subscription-only Netflix, Vudu combines one-off digital rentals and purchases, making it potentially more attractive to customers.

Go [Walmart's Vudu Plans Big International Expansion \(Variety\)](#)