

Roku to Cross the Pond

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Roku announces it is moving towards our side of the pond, and will start selling Roku streaming players in the UK from "early 2012" before expanding the platform to support region-specific channels.



The announcement follows news of Netflix's expansion towards Europe (the UK and Spain specifically) early next year.

First launched as a Netflix streaming player in 2008, Roku now handles over 350 channels of streaming content in the US (including Netflix, Hulu Plus, Pandora and HBO Go) as well as infamous bird-slinging time waster Angry Birds.

The Roku STB currently comes in 4 flavours of Roku 2-- HD, XD, XS and LT-- with prices ranging from \$50 to \$100.

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