

Netflix Says No More Qwikster

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Netflix will keep the DVDs after all-- and abandons the controversial plans to spin off DVD rentals into "Qwikster," resulting in... no more changes (other than the previous unpopular changes to pricing structures).



The news comes through a surprise blog update from CEO Reed Hastings.

"It is clear that for many of our members two websites would make things more difficult, so we are going to keep Netflix as one place to go for streaming and DVDs," Hastings writes.

Announced just 3 weeks ago, the plan was to have "Netflix" handle streaming video-on-demand, while "Qwikster" was to handle DVD-by-mail-- a move described as either a stroke of genius or simply idiotic, depending on who you were talking to.

Can we conclude Netflix will arrive on European shores in complete form once it launches over here in 2012? No word about that yet, unsurprisingly.

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