

## Blockbuster Strikes Back

Written by Marco Attard  
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Blockbuster hits back at Netflix as it announces Blockbuster Movie Pass, a DVD-by-mail and video streaming service in collaboration satellite TV provider Dish Network.



Dish Network saved Blockbuster out of bankruptcy court for \$234M 5 months ago.

The timing for the Blockbuster comeback is perfect-- Netflix currently flounders due to the unpopular change in pricing structures (increasing prices by 60%) before dividing into 2 separate businesses, with "Qwikster" handling DVD-by-mail.

Analysts predict Netflix will lose around 600000 US customers by October 2011.

The Blockbuster-Dish Network package costs \$10 monthly (the older Netflix subscription price), only with a catch-- customers have to be Dish Network pay-TV subscribers.

All this before Netflix makes it over here-- which it should be doing at around January 2012 (at least in the UK and Spain)-- while we have no word yet whether Blockbuster has plans to offer a similar deal in Europe.

Go [Blockbuster Movie Pass](#)

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