

Internet News & Notes

Internet Entertainment Expectations On The Rise

(NAPSA)—Increasingly, Americans' need for speed is extending to their Internet service. According to a 2008 Pew Internet & American Life Project report, 55 percent of American adults now have broadband Internet access at home, up from 47 percent a year ago.

Broadband Internet access often doubles the speed of dial-up modems without disrupting telephone service, therefore introducing customers to a different online experience.

A favorite activity of broadband subscribers is watching movies and their favorite TV shows online. Being entertained in the comfort of your home, without the hassle and expense of going to the theater, has quickly become a popular American pastime. According to a 2008 study from Nielsen's NetViews and NetRatings, an estimated 119 million unique visitors watched 7.5 billion video streams online during the month of May alone.

One company, EMBARQ, has created an online video store to give its customers more flexibility when it comes to affordable entertainment. Instead of driving to the rental store or waiting by the mailbox for their next DVD to arrive, the service's high-speed Internet customers can watch the movies, music videos and TV shows they desire anytime they want.

"Seeking entertainment should be a simple and fun experience



With broadband Internet service, there's a world of entertainment options at your fingertips.

that easily fits into an individual's lifestyle," said Dan Alcazar, EMBARQ consumer marketing officer. "We developed an online video store to give our high-speed Internet customers access to a variety of popular movies, music videos and TV shows that they can watch at their convenience, without leaving home."

The cost to rent titles through EMBARQ is \$1.99 to \$3.99 each. Once the content has been rented, customers have 30 days to download it. Once downloaded, the movie or show can be viewed for 24 hours and can be watched without being connected to the Internet.

For more information about this new online video store, visit www.myembarq.com.