

Film News: The Weinstein Company Agrees With Netflix on Release Deal

Submitted by [TimBMartens](#) [1] on February 21, 2012 - 3:24pm

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CHICAGO – Big news in the streaming/online rental world. Netflix and The Weinstein Company have signed an agreement that will give Netflix the access to hit Weinstein Company films before they appear on pay cable channels. This is a big triumph for Netflix, who as we all know was struggling over the last year due to some questionable increases in rate.

While a common complaint less than a year ago was that Netflix was raising their prices when they didn't have decent content in the instant streaming sections of the site, this new deal is another big step toward Netflix power. The Weinstein Company films like "The Artist" (which is likely to win Best Picture in just five days) will be available instant streaming on Netflix before the likes of HBO and Showtime get a crack at showing the films.

Other films that will appear on Netflix before pay cable channels include: "Coriolanus," "W.E.," "The Intouchables," "Sarah's Key," and the documentary "Undeclared." Each one of these films, "The Artist" included, will premiere on Netflix within a year of their theatrical release. This can only go to reward the subscribers who stuck with Netflix during the last year and entice the wanderers back to the online streaming catalog.

"We couldn't be happier to be working again with Harvey and Bob, who have an unmatched track record of creating critically acclaimed and commercially successful movies," said Ted Sarandos, Netflix's chief content officer.

Harvey Weinstein added his excitement for the deal: *"It is a fantastic coup for Netflix to acquire 'The Artist' and the package of additional titles,"* said Weinstein, *"With this deal, a company that loves movies, Netflix, joins forces with a company that is built on that same love. It's exciting that we can offer consumers a supremely convenient way to see the kinds of movies that made us want to be in this business in the first place."*



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