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Wednesday, August 05, 2009

News Corp. COO: Redbox Is 'a Problem'

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David B. Wilkerson

MarketWalch Pulse

CHICAGO - News Corp. Chief Operating Officer Chase Carey said Wednesday that Redbox DVD rental klosks, located in an increasing number of locations across the U.S. represent a "problem" for the entertainment conglomerate because they offer new-release titles for rental at \$1 per disc. "I think making our content available for \$1 seriously undervalues it," Carey told analysts during a conference call, adding that that the company is "actively" seeking ways to address the issue.

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