

Australian carriers, content providers combine for VOD service

iiNet, Intel and Pipe Networks have teamed with video on-demand player Anytime and Fairfax Digital, to launch an on demand service branded Volt. Volt will deliver films, TV, music and premium game content leveraging Anytime's existing relationships Sony, Universal, Warner Bros., ICON and Becker.

Anytime has also entered into a promotional partnership with iiNet for the deployment of unmetered downloads on Volt service. "High speed ADSL2+ has been available for a couple of years now. The applications to take advantage of the speed just haven't been there yet. It's great to be working with Fairfax and ANYTIME to deliver a product that shows what doors can open when you've got a real broadband connection," iiNet's CEO Michael Malone said.

The service will be peered through Pipe Networks in order to provide lower latency and high bandwidth.

Fairfax Digital CEO Jack Matthews said the alliance moves Fairfax Digital into becoming, a leading online entertainment network.

Movies are priced at \$5.95 for a new release and \$3.50 for a catalogue title.

The Anytime-TV service will be rolled-out in other Asia Pacific markets this year with specific launch dates for other markets will be announced progressively.