

## Blockbuster vs. Netflix

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"I've never used an online movie rental service before, but I have an account at Blockbuster for walk-in DVD rental. I have friends who swear by Netflix, but I like being able to swing by the movie store when I go grocery shopping just to check out the latest releases. The salespeople can't seem to be bothered to explain the process of signing up or cancelling the service. I really like BlockBuster, but their in-store support sucks. Can you give me the lowdown on online dvd rentals?"

BlockBuster is offering all current rental service subscribers the opportunity to enjoy a two week free trial with their BlockBuster Online service. This is an option for those who want the convenience of having the movies they want to see delivered to them, and if they want a new movie right now, it is as easy as driving to the neighborhood blockbuster to exchange the movie that came in the mail at no extra cost. This is a huge advantage over any other online renting service. BlockBuster gives you the option, whereas online only rental companies basically force you to wait to receive the next movie on your list via the postal system. Subscribing to BlockBuster Online provides a more robust rental experience because of the option to go to a local store and not being subject to the limited availability of a certain title at a store.

Visiting the BlockBuster Online site, at [www.blockbuster.com/corporate](http://www.blockbuster.com/corporate), will provide answers to any questions you may have. At the site you can look at the BlockBuster Online annual report as well as the terms and conditions of blockbuster online. On this web site you will also find the BlockBuster Online billing phone number, how to cancel BlockBuster Online and the BlockBuster Online scope statement. Signing on with BlockBuster Online is simple; if you were given an offer while renting a movie at one of the thousand of stores nationwide, you use the promotional code for BlockBuster Online DVD rental. BlockBuster online DVD rental is a fantastic addition to Blockbusters already hugely successful rental service.

BlockBuster vs. Netflix is an obvious comparison. The difference between these two companies is just as large. BlockBuster already had a huge network of brick and mortar locations in place nationwide for a number of years before online DVD rental was even available. Blockbuster online DVD rental operates in the exact same way as Netflix, and has risen to the challenge Netflix presented by offering the same online DVD rental service in addition to the more traditional rental service provided by the store locations.

Blockbuster is not the only rental company in town, it is not even the only online DVD rental company on the internet, but it is the only company that offers both of these services. By renting DVD's online you don't have to worry about availability, and the added bonus of being able to go up to the corner store and swap out the DVD you received in the mail for the next one on your list is invaluable.

The greatest thing about BlockBuster online is that it is not only online. You as the renter are empowered by having the option. You are not fettered to the postal service for your movies, and you are not bound to the selection that is available at the local store. BlockBuster offers online DVD rental coupons and codes for added value to the process. Everything you need to know about BlockBuster Online can be found on the company site.