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Netflix Courts Cable Providers

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â€‹Shortly after Netflix announced its deal in the UK to include a Netflix app on Virgin Media set-top boxes, it's looking to partner with US cable partners to do the same thing.Â
According to the "Wall Street Journal," Netflix is currently speaking to pay-TV companies in the US, including Comcast and Suddenlink Communications.Â

Netflix already has similar deals in place with Virgin Media in the UK and Com Hem in Sweden, but this would mark the first deal of its kind with US cable operators. TiVo owners can access their Netflix service via their TiVo set-top boxes, although that's a separate service from a cable subscription.

Read more at the "Wall Street Journal."Â

Brief Take: Cable providers such as Time Warner Cable, AT&T and Verizon already have declined this deal with Netflix, so an agreement for Comcast or Suddenlink could give those two providers a leg up on their competition. Now it's just up to US cable companies to decide whether Netflix is a competitor or a partner.Â

[Image courtesy of Netflix]Â