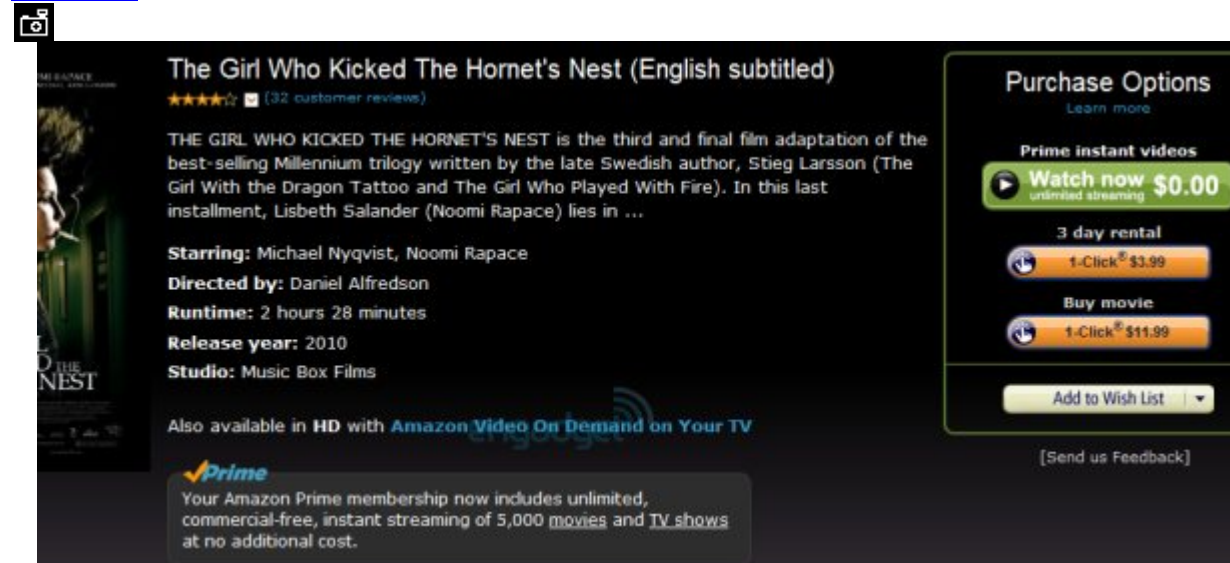


## Amazon rolling out Netflix-like unlimited video streaming for Prime subscribers?

By Richard Lawler  posted Jan 29th 2011 3:41PM

[Exclusive](#)



The screenshot shows the Amazon.com product page for the movie "The Girl Who Kicked The Hornet's Nest (English subtitled)". The page includes a movie poster on the left, a title and rating section, a synopsis, and a "Purchase Options" sidebar on the right. The synopsis states: "THE GIRL WHO KICKED THE HORNET'S NEST is the third and final film adaptation of the best-selling Millennium trilogy written by the late Swedish author, Stieg Larsson (The Girl With the Dragon Tattoo and The Girl Who Played With Fire). In this last installment, Lisbeth Salander (Noomi Rapace) lies in ...". The "Purchase Options" sidebar lists: "Watch now \$0.00" (unlimited streaming), "3 day rental" (1-Click® \$3.99), and "Buy movie" (1-Click® \$11.99). There is also an "Add to Wish List" button and a "[Send us Feedback]" link. A Prime membership banner at the bottom states: "Your Amazon Prime membership now includes unlimited, commercial-free, instant streaming of 5,000 movies and TV shows at no additional cost."

Rumors of Amazon either [purchasing Netflix](#) or [launching a competing option](#) have [been circling](#) and now one of our readers says he's seeing an unlimited video streaming section to complement the current [Amazon VOD](#) options. That's a nice bonus for the \$79 / year package that currently adds a few free shipping bonuses and it would be cheaper on a yearly basis than Netflix's Watch Instantly (\$95.88.) As seen above and in the gallery, it consists of "unlimited, commercial-free, instant streaming of 5,000 movies and TV shows" with selections that mirror the Watch Instantly catalog closely. Resolution is apparently limited to a "pretty solid" 480p SD, but there's no word on audio or subtitle options. We'll wait to hear if anyone else is seeing a similar page before assuming a wide rollout, but it certainly appears that there could finally be a [viable](#) competitor to the [Netflix juggernaut](#).

**Update:** We weren't able to pull up the option on any of our Prime-enabled accounts and from the comments it doesn't appear any of you were either. According to our tipster, the option has disappeared from his page as well. One other interesting note came from commenter [vfiz](#), who found that several variations of the primeinstantvideos.com domain name were registered by Amazon-owned DPReview January 5.

[Amazon.com unlimited video streaming menus](#)