

Time Warner pushes for binge-watching rights to combat Netflix

By Gerry Smith, BloombergNews

Time Warner Inc.'s strategy against Netflix is taking shape.

Hoping to keep viewers who are dropping cable subscriptions for online streaming services, Time Warner is negotiating to make full seasons of more shows available to pay-TV customers on demand, according to Time Warner Chief Financial Officer Howard Averill.

Time Warner's cable networks, which include TNT and TBS, have "made it clear" to Hollywood studios that they want so-called "stacking rights," or the ability to air full seasons of shows they buy, Averill said.

Read the whole story