

Warner Brothers Looking To Buy.....Something

The story going around at the moment is that Warner Brothers is looking to buy the WWE video library. However, almost every wrestling site is interpreting this as they want the distribution rights, which is an entirely different idea. That would be a big boost to WWE as Warner Brothers is a far bigger name in distribution than the company WWE uses (Cinedigm) isn't huge from what I can tell. The headline about wanting to buy the whole library is misleading and would cause a lot of major changes in WWE. I can't picture that happening though and my guess is it's just the distribution rights, which would be very interesting as well.