

However, while the release groups want to move with the times, there are many people consuming their content who either don't or can't. In the main, people seem disappointed because their standalone Xvid compatible DVD players won't play the new releases. Some of the reactions are polite enough, but show a misunderstanding of how the system works.

"LOL, why are all your new uploads MP4 format? How do we get hold of you? We need the AVI format back, really frustrating as most DVD players don't play MP4 format which means we are back to converting format to AVI – how 3rd world LOL," begins one user on popular torrent site EZTV.

"Hi there, I agree too please can you revert back to AVI as most DVD players cannot recognize MP4 format and this means I need to do conversion to AVI all the time for my grand mother and its quite painful," says another.

At worst, some of the comments show an embarrassing sense of entitlement and an attitude that those downloading for free are actually "customers" of these release groups and as such deserve to be treated better.

"F@#k LOL and their mp4's," is just one example of the aggression directed towards them.

But there are another set of users who don't understand where the releases come from at all and are instead directing their anger at the torrent sites – the equivalent of blaming Google for not listing the pictures people had hoped for in their image search.

"MP4 SUCKS AND IS A BULL SHIT FORMAT. AVI WILL ALWAYS BE KING. MORE TROUBLE THAN IS WORTH. TIME TO GET MY DOWNLOADS FROM A BETTER SITE THAT OFFERS AVI AND I KNOW A MAJORITY OF THE DOWN LOADERS WILL DO THE SAME," shouts an EZTV user.

"SO I THINK EZTV HAS A LIMITED LIFE SPAN LEFT IF THEY DO NOT TELL DOWN LOADERS TO GO BACK TO AVI IT IS PROBABLY ALL OVER FOR THIS SITE."

First off, these release groups aren't deliberately releasing TV shows to please the masses. They do it for their own entertainment and it's only when they leak out do the wider world get access to them. They are certainly not being put online to satisfy the needs of ALL CAPS MAN. Second, the torrent sites index other people's content, they tend not to be the originators of it.

Sure, some of the more friendly but bewildered comments of upset downloaders are pretty amusing to read, but the more aggressive ones highlight a more worrying trend.

Somewhere along the line a consumer appeared who not only wants everything super quickly and for free, but also believes that the same should be offered with Class A service. Should these things not be delivered, he feels it is his right to take his "business" elsewhere. Could this become the new consumer standard for service on the Internet?

At the moment this toughest breed of consumer appears to be in the minority but thanks to the law of supply and demand, even he will find his needs served. Already people are 'pirating' the MP4 releases and re-uploading them in the Xvid format to satisfy his needs.

In the meantime, no doubt LOL and LMAO will be doing what their acronyms suggest.

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