

Offering DVD Copy Protection DVD Facility Authorization Program

Background

All leading DVD authoring software packages used by DVD facilities contain the ability to activate Macrovision's proprietary copy protection technology. This technology allows rights owners to protect their content from copying to videocassettes without impacting the quality of the original picture. Rights owners pay per-disc fees for the ability to use the technology on their discs.

Macrovision has developed a program for offering this capability to rights owners. Specifically, a no-cost authorization agreement for authoring houses is available that describes the key steps to take when offering this feature. These procedures help ensure rights owners understand the costs and benefits of using the feature before the technology is activated.

What's In It for Authoring Facilities?

Becoming Macrovision-authorized allows facilities to:

- Apply technology for Macrovision-licensed rights owners
- Attract new clients through Macrovision's trade advertising and promotional programs
- Generate service fee payments from Macrovision
- Gain access to Macrovision technical support resources

Apply Technology for Macrovision-licensed Rights Owners

Copy protection usage agreements only allow facilities which are Macrovision-authorized to set copy protection activation bits.

Macrovision provides the list of authorized facilities to current and prospective DVD rights owners.

Gain Access to Technical Support Resources

Macrovision-authorized facilities gain access to all available Macrovision technical support resources. This includes personal and telephone access to Macrovision's technical staff, as well as complete technical and business-related literature on the technology.

Generate Service Fee Payments from Macrovision

Macrovision pays service fees to authoring facilities based on new rights owners for whom the facility activates the technology.

Attract New Clients Through Macrovision

Trade Advertising

Macrovision advertises its list of authorized facilities in various trade publications. This list is also distributed at worldwide trade shows in which Macrovision exhibits. In addition, all authorized facilities are listed on Macrovision's website, and links are offered back to the facilities' website.

Procedures for Offering Copy Protection to Rights Owners

The procedures for offering copy protection are simple. In an initial meeting with a client, the facility asks the rights owner if they would like to use Macrovision digital-to-analog copy protection. If a rights owner indicates interest in the technology, the rights owner is provided with a usage agreement that specifies the copy protection per-disc fees. When the agreement is complete, the facility sets the Macrovision activation bits to "ON". The facility reports to Macrovision the titles for which the copy protection bits have been set. Macrovision then pays service fees back to the facility based on these reports.

Become a Macrovision-Authorized Facility

Facilities interested in becoming Macrovision-authorized, or for more details regarding Macrovision's DVD Facility Authorization Program, please contact one of the following Macrovision representatives.



Contact Information

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