

# Rovi's ACP-DVD

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## Secure DVD content in today's digital home

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### DVD Copy Protection

Movie studios, network programmers, music labels and other producers of high-value video content have embraced the DVD format for its excellent quality, high capacity and interactive capabilities, leading to its unprecedented success as the medium of choice for home video entertainment. Rights holders have also embraced DVD copy protection technology to prevent near-perfect copies from being made with the press of a 'record' button.

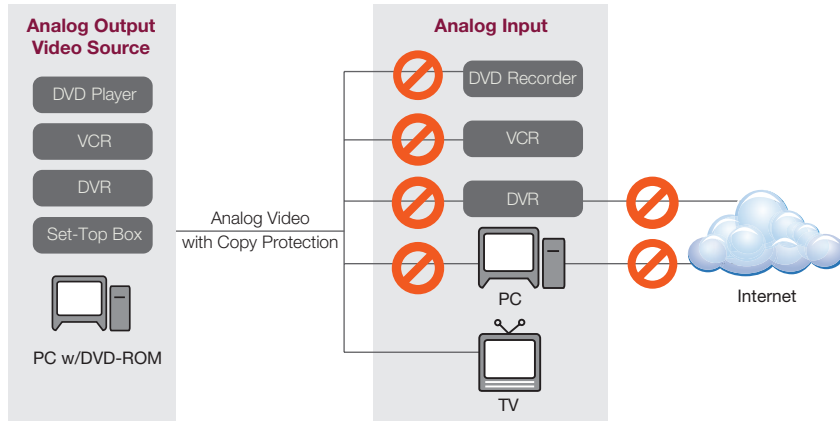
From the inception of the home video market, Rovi's ACP copy protection technology played a pivotal role in the success of the DVD sales and rental industries by allowing content owners to make high-interest content available while protecting their assets from unauthorized copying and distribution. As digital devices populate consumer homes, these devices continue to have analog video interfaces. The analog hole is the result of consumers making high-quality copies of original DVD content from these analog outputs. All that is needed is a single, simple video cable and the the press of a 'record' button. The video quality is hard to distinguish from the original. Rovi ACP closes the analog hole on nearly every DVD player, DVD recorder, digital video recorder (DVR) and PCs.

- The increasing availability of reasonably priced DVD recorders and blank recordable media contributes to the ease with which consumers can make unauthorized DVD-to-DVD copies.
- The advent of digital video recorders (DVRs) with high-capacity hard drives can potentially lead to personal collections of large numbers of unauthorized reproductions.
- The growth in broadband Internet access from PCs, DVRs and home media servers greatly increases the threat of an Internet leak or unauthorized distribution over peer-to-peer file sharing networks.

### Rovi Inhibits Internet File Sharing

Rovi ACP copy protection addresses the single most critical concern of copyright holders today — unauthorized distribution via the Internet. By preventing copying onto digital devices, Rovi ACP dramatically reduces the unauthorized digital sharing of the content, including sharing among PCs, DVRs and over peer-to-peer networks.

## The Solution From Rovi



Rovi ACP copy protection technology is transparent on viewing but prevents unauthorized copying on DVD recorders and significantly distorts copies made on VCRs and D-VHS recorders. It is also detected by compliant PCs and by digital video recorders, thus inhibiting file sharing. Rovi provides the most comprehensive solution set in the industry for content owners to maximize sales and control distribution of their high-value assets.

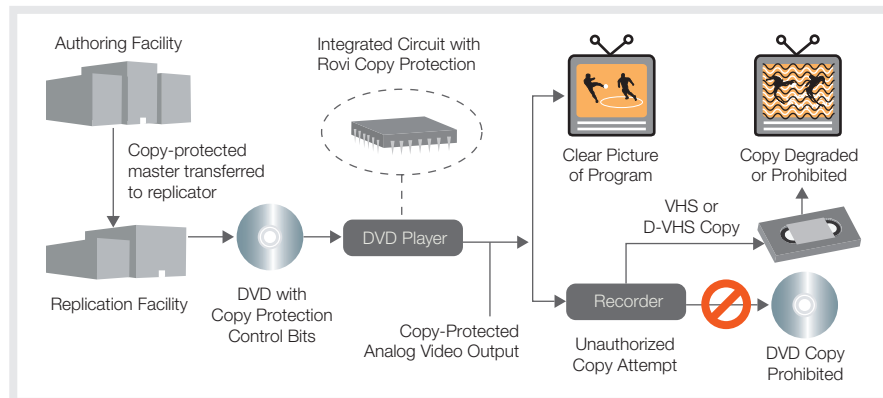
## The Technology is in Place

Rovi ACP copy protection technology is the worldwide de facto standard for protecting against copying of video content to VCRs, D-VHS and DVD recorders and hard drive recorders. Hollywood studios, consumer electronics manufacturers and the DVD Copy Control Association (DVD CCA) have approved Rovi's DVD copy protection for inclusion in all DVD players. Most major DVD titles released in North America, Europe and Japan have been copy protected.

Rovi's technology is activated when a rights owner instructs the authoring facility to set Rovi copy protection control bits to "ON" during the authoring process. These activation bits remain a part of the program through the mastering and replication stages. The activation bits then instruct an integrated circuit within the playback device to add Rovi copy protection to the outgoing analog video. The copy-protected video is transparent on viewing but causes copy attempts on recorders to be degraded or inhibited.

### DVD Copy Protection by Rovi

- A strategy for maximizing your asset value
- An enabler of new business models and distribution channels
- An effective and industry accepted technology supported by an existing global video infrastructure



## DVD Copy Protection – Reap the Benefits

The meteoric rise in the popularity of the DVD format, which boasts the fastest-growing adoption rate in the history of consumer electronics and home entertainment, has led rights holders to benefit from new creative strategies and business models in widely diverse fields. Movie studios and directors add valuable commentary and supplements to both first-run and classic features. Network programmers assemble boxed sets of sought-after original TV series. DVD videos of music titles are the rising stars of the music industry. Health, fitness, sports, family and children's programming add to the mix.

Copy protection technology is a bridge to increased opportunities throughout the DVD value chain. Rights holders maximize buy rates, minimize displaced sales and rentals, protect their ROI and preserve their brand integrity. Distributors, both retail and on-line based, use copy protection to maximize sales and rentals, control distribution and act as an enabler for database-driven marketing campaigns. Most importantly, consumers benefit from the quality and quantity of home entertainment titles for viewing.



