

Introducing CopyBlock

Dual defense against casual home copying

If you want to offer your customers effective protection against the top two modes of casual piracy – ripping to a PC and recording from a CE device to a DVD recorder* – at a very affordable price, add CopyBlock protection to your portfolio of customer services and your DVD replication process. CopyBlock not only enables you to help your content producers protect their DVD revenues, but it also helps you differentiate your services.

Designed with your customers in mind, CopyBlock is an ideal solution for the high volume business you do overall, but especially with smaller, lower-volume, independent and special interest content producers, who typically have seen content protection as “out of their price range.” CopyBlock thwarts the free ripper and frustrates the top methods of DVD copying by casual pirates – thus blocking a significant source of DVD sales revenue losses for content producers.

CopyBlock adds no complexity or time to your workflow – it is incorporated into your sales order and manufacturing replication processes. In addition, it's very affordably priced. At a few cents per disc, CopyBlock is designed to be an easy “impulse purchase” for your customers while placing their order (e.g., MSRP is \$.03/disc US). As simple as a checkmark on the order form, with CopyBlock, no complexity is added to the customer order process for you, or your customer.

CopyBlock Addresses Replicators' Toughest Challenges

- Your customers are price- and service-driven. It can be difficult to differentiate on both quality and service while keeping prices low.
- Any complexity in the order process could slow you down or introduce errors.
- Rapid delivery of quality product is critical to your success.
- Quality service in handling your customers' content is the mainstay of your business.

CopyBlock is designed to fit your business needs and offers great value to you and your customers.



CopyBlock brings value.

Effectiveness

CopyBlock delivers dual protection based on Rovi’s industry-leading ACP anti-copy technology (copying via the analog “out” port in CE devices) and rip deterrence (thwarting freeware ripper programs). This combination provides comprehensive protection against the most popular methods used by casual pirates and the significant damage they do to your customers’ DVD sales revenues.

Workflow

A key benefit of CopyBlock is its compatibility with a wide variety of authoring styles. Other technology vendors can’t enable you to apply content protection at replication to such a wide variety of file formats and physical media.

Playability

CopyBlock play compatibility is tested on hundreds of DVD players in multiple independent test labs for the industry’s top playability. In addition, its ACP anti-copy protection is widely supported by CE devices, PCs and Integrated Circuits, in a worldwide ecosystem of ACP-certified and compliant consumer electronics hardware. These factors – the industry’s top playability and compliance – help ensure that CopyBlock protection is transparent to the individual DVD consumer.

DVD Market Trends

- Casual DVD piracy – home copying – is mainstream.* Illegal ripping programs are available on the Internet for free.
- Content producers want a significant barrier to copying – more effective than CSS. CSS protection mandated for DVDs has long been compromised by free ripper programs. Numerous popular and free ripping programs can easily circumvent CSS. Added protection is needed to frustrate casual theft.
- Casual DVD pirates may try a few methods to copy, but most are non-technical and won’t spend more than 30 minutes trying to copy.*
- Consumers report that they truly value DVD content. Simply put, when frustrated from copying or ripping a DVD, more than two thirds say that they’ll usually buy the DVD.*

CopyBlock Comparison to CSS	CSS	CopyBlock
Inhibits casual copying from DVD Player to DVD Recorder (analog)	No	Yes
Deters casual DVD ripping with freeware programs (digital)	Some**	Yes
Frustrates “commercial” hackers (digital)	No	Some
Wide variety of input formats accepted	Some	Yes
Application at Replication for fast Workflow	No	Yes
Affordable pricing for low volume DVD replication	No	Yes

* Source: Futuresource Consulting, LLC, June 2008; contact Rovi for more information on consumer behavior research and methods.
 ** Note: the majority of freeware rippers defeat CSS

Here's what you can say to educate your customers.

Effective Protection

CopyBlock frustrates the top methods people use to casually pirate content. CopyBlock thwarts the use of free rippers *and* inhibits analog copying from DVD players and set-top boxes to DVD recorders. Consumers tell us – when they're frustrated from ripping or copying a DVD, they'll tend to go buy it.

Easy to Do

We can check CopyBlock protection on your order – there's no extra paperwork. And, there's no added time for delivery of your DVDs. We're able to add CopyBlock protection as we replicate your content.

Great Customer Experience

Your DVD customers will experience your content as you intend, and they won't know CopyBlock is present (unless they try to rip or copy your DVD).

Affordable

Consider this: for a replication quantity of 3,000 discs at \$.03/disc (US), CopyBlock protection adds \$90 to the order. How many DVDs would need to be sold (vs. copied) to break even? CopyBlock is effective, affordable and gives you good revenue protection.

Sometimes content protection is viewed as an expense. Objective third-party research firms have conducted extensive studies with results providing compelling evidence: **content protection is a revenue contributor.** (Futuresource Consulting, LLC, June 2008, and Rovi-sponsored analysis, January 2009)



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Demand for CopyBlock

As a DVD replicator, you may ask, “is there a market for copy protection with lower volume Indie and special interest (corporate, lifestyle, sports, etc.) content producers?” Before Rovi developed CopyBlock, approximately 40 replicators were interviewed in North America and Western Europe. Responses indicated 25 to 50 percent of replicator yields provide an opportunity for effective copy protection priced at no more than \$.03 - \$.05 per disc, with the consensus that \$.03/disc is the “sweet spot” for volume sales. Furthermore, interviewees agreed, the new solution would have to be very easy to sell and deliver.

As a result of your feedback, Rovi we designed CopyBlock for you to sell to your Indie customers – it’s effective, easy to add, and priced for “impulse” purchase.



Rovi powers the discovery and enjoyment of digital entertainment through innovative, flexible solutions and metadata that captivate consumers. Core to the digital home ecosystem, Rovi enables service providers, consumer electronics manufacturers, content publishers and websites to connect with their customers. Learn more at rovicorp.com.

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