

CopyBlock

Your titles (and your sales) are worth protecting

CopyBlock: from the market leader in content protection technologies

CopyBlock contains the same Macrovision anti-copy (ACP) and anti-rip (based on RipGuard rip-deterrence) technologies used on billions of DVDs worldwide. It's the same protection technologies the Hollywood Studios use, from the trusted market leader in content protection – Macrovision, now Rovi! This proven technology is now affordable and targeted directly to your needs, with CopyBlock.

Piracy is a cost to your business – protection is a return

CopyBlock provides two modes of protection instead of just one – and it presents a high barrier for the casual pirate. Yes, it's true, you can't stop all piracy. But, if you present a high enough barrier to copying, you can turn many people who might have robbed your revenues – into customers. The content producers who use our protection technology use it because it creates a return. They're selling more DVDs.

CopyBlock – from Rovi, the new name for Macrovision, and your certified CopyBlock Replicator!

Introducing CopyBlock

Your customers value your DVD content and are willing to pay for it. But sometimes, they might also make a few copies for friends or neighbors. They may not equate DVD copying with theft, yet that action does rob you of sales revenues.

If you want effective protection from the top two modes of consumer piracy, at a very affordable price, add CopyBlock protection to your DVDs – and get revenue protection for your business.

Effective, dual protection

Casual DVD piracy – home copying – has gone mainstream.* The top two casual piracy methods are copying to a PC with a freeware ripping program, and recording from a DVD player or set-top box to a DVD recorder. Many popular, free ripping programs easily circumvent CSS. But CopyBlock thwarts the use of free rippers and inhibits analog copying from CE devices. If you want a significant barrier to copying, one that's more effective than CSS, add CopyBlock protection at replication.

Affordable

You may think effective copy protection is out of your reach. But CopyBlock is affordably priced. At a few pennies per disc, can you really afford not to add CopyBlock?

Add CopyBlock protection to your DVD today

CopyBlock protection is designed to be added easily at replication. Check CopyBlock protection on your certified Replicator's order form. There's no extra paperwork, and no added time for delivery of your DVDs.

* Source: Futuresource Consulting, LLC, June 2008; contact Rovi for more information on consumer behavior research and methods.





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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.

Rovi. Join the entertainment.

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**For more information about
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