

DVD CCA to Enable Retailers and Later, Consumers to Create Protected DVDs Compatible with Existing DVD Players

(MORGAN HILL, CA) – Commercial vendors and individual consumers can now look forward to being able to legally create certain types of protected DVDs, the DVD Copy Control Association (DVD CCA) announced today. Under rule changes now in the works, commercial vendors could create protected DVDs on kiosks and in small custom runs. Individual consumers could legally record a variety of selected content. Both would require special blank DVD discs that will use the Content Scramble System (CSS) for encryption and will be compatible with the millions of existing DVD players in the marketplace today.

“DVD CCA and its board members are excited at the prospect of being able to offer businesses and consumers an exciting new way to record and enjoy digital content for use in their homes, cars and elsewhere,” said Chris Cookson, Chairman of the DVD CCA Board. “The creation of new ways to legally create secure DVD content is the logical next step to answer industry and consumer demand for additional legal digital distribution alternatives.”

“Since its introduction in 1996, the DVD using CSS has been one of the most successful consumer entertainment products ever, and has forever changed the way businesses and individuals use and enjoy digital content,” Cookson added. “Allowing the creation of high performance, protected DVDs in the business or at home that, until now, could only be mass-produced in factories is another major step forward.”

An early application of this type of recording would likely be commercial kiosks, where consumers could buy entertainment, custom-burned on the special discs. This would allow consumers to obtain, for example, unusual, historical or special content that is now unavailable on DVD because existing demand does not warrant the mass reproduction today’s market requires.

The consumer application of the new recording function is expected to follow, offering in-home recording of a broad range of specifically offered content which could include movies, television programs and more. The programs would be recorded on personal computers via the Internet or on special, network-enabled, DVD recorders.

This important development required an amendment to the Procedural Specifications for CSS. Already approved by DVD CCA’s Content Protection Advisory Council (CPAC), the new functions would be available for implementation – assuming compliance with all applicable specifications (e.g. DVD Forum) – after membership review, and action and approval by the Board of Directors.

About DVD CCA and the Content Scramble System (CSS):

The DVD Copy Control Association (DVD CCA) is a not-for-profit corporation with responsibility for licensing CSS (Content Scramble System) to manufacturers of DVD hardware, discs and related products. Licensees include the owners and manufacturers of the content of DVD discs; creators of encryption engines, hardware and software decrypters; and manufacturers of DVD Players and DVD-ROM drives. DVD CCA is overseen by a twelve-member board of directors representing the three industries whose products use CSS: consumer electronics, information technology/computer and motion picture/content provider.

The Content Scramble System (CSS) is the protection system that has enabled the content owners to provide consumers access to high quality DVD movies, television programs and other entertainment for home viewing on their video systems and computers. CSS is made available to allow product manufacturers to offer exciting products for consumers to use to enjoy entertainment on DVD while also protecting the content from unauthorized duplication, protecting from infringement the intellectual property contributed by the many writers, directors, actors and producers who create such works.

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