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### **GLICKMAN, MPAA PRAISE HR 4569**

#### **Sensenbrenner/Conyers bill promotes consumer choice and preserves important copyright protections**

WASHINGTON-- Motion Picture Association of America, Inc. (MPAA) Chairman and CEO Dan Glickman today applauded a bill introduced by House Judiciary Committee Chairman Jim Sensenbrenner and Ranking Member John Conyers that enhances consumer access to digital content like movies and TV shows by establishing a more secure delivery system that protects copyrights. Protecting copyrights will insure that consumers get the most choices in the digital age.

"I am very pleased that Judiciary Committee Chairman Sensenbrenner and Ranking Member Conyers have introduced this very important piece of legislation that will promote more consumer choice as it protects copyright owners in the digital age" said Glickman.

For years content, technology and consumer electronics companies have worked together to create a framework of voluntary content protections to allow quality entertainment to be securely distributed to consumers in a wide and growing range of ways – such as digital cable pay-per-view, online movie download services, DVDs and others. These protections depend on invisible coding imbedded in the programming, called digital rights management or DRM, which is read and interpreted by the device that is receiving it to respect the bargain agreed to between the consumer and the content owner. The recognition and respect of these protections is critical to expanding the variety of ways Americans can receive content.

This progress is being undermined, however, by a breach in these protections that is caused when digital content is converted to analog format, which today most consumers must do in order to view digital content on their analog TV sets and then reconverted to a digital format. When this conversion takes place, the content protection coding is not maintained, creating what is called an "analog hole" in the protection. Absent DRM information, the content can be copied or uploaded to the Internet and redistributed to mass audiences who are not entitled to and do not pay for the content. The Sensenbrenner/Conyers bill, H.R. 4569, would require that future analog-to-digital video conversion devices detect and maintain the content protection code.

“Unless steps are taken to eliminate this breach of content protection, the transition to digital television will slow, programming providers will reconsider whether to offer new digital options, and consumers will have fewer choices,” Glickman warned. “That is why this bill is so important. It preserves consumer choice, as it preserves copyright protection.”

***About the MPAA***

*The Motion Picture Association of America (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Buena Vista Pictures Distribution; Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios, LLP; and Warner Bros. Entertainment Inc.*

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