


Content Protection Enables Consumer Choice



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“Content protection
enables
consumer choice”



“ User Empowerment in a **Global Digital Economy** ”

- Giving consumers movies and television *when, where and how* they want.
- Giving consumers **choices**.



“I just bought a great movie!”

The business of show business

**Movies typically cost \$107M
to make & market**

**US theatrical revenue:
\$46M in Theater**



Other revenue:

- International theatrical
- Hospitality and airline
- Home entertainment (DVD & Blu-ray Disc)
- VOD
- PayTV
- Cable channels
- Free-to-air broadcast TV
- Internet
- Mobile

**Even after all distribution,
Only 40% of films are profitable.**

“User Empowerment in a Global Digital Economy”

The Impact of Motion Picture and Television Industry

- **The motion picture and television industry is one of America’s most vital and valuable resources**
- **Built on a foundation of Intellectual Property Rights.**
- **Real jobs!**
 - Over 1.3 million jobs
 - \$30 billion in wages to American workers
- **Real tax revenue!**
 - Generates over \$10 billion annually in tax revenues
- **Real economic growth!**
 - \$9.5 million in trade surplus

Increasingly, this impact is spread around the world.

Consumer choices enabled by DRM

Broadcast TV

“I watch commercials so that I get to enjoy it for free”


DVD

“I can buy it or I can rent it”

VoD

“I get to watch it once for less than I would pay to buy it”





Piracy blurs the line between one choice that is available to a consumer and another.

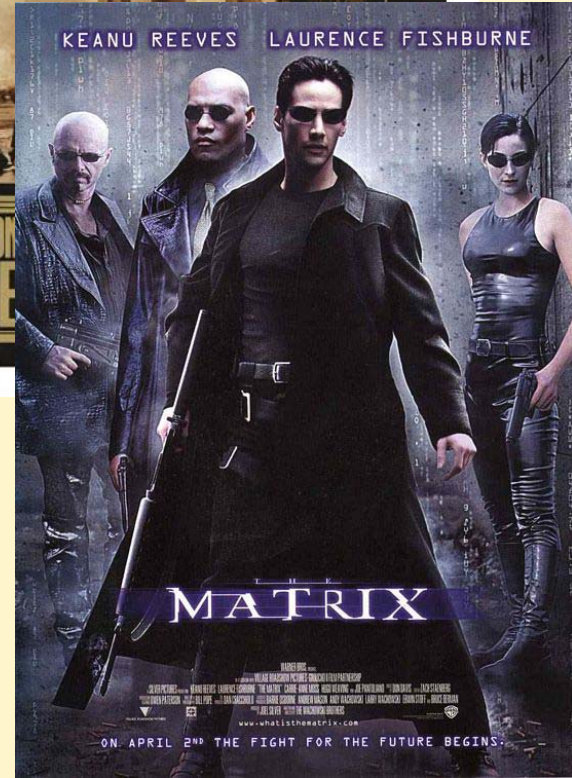
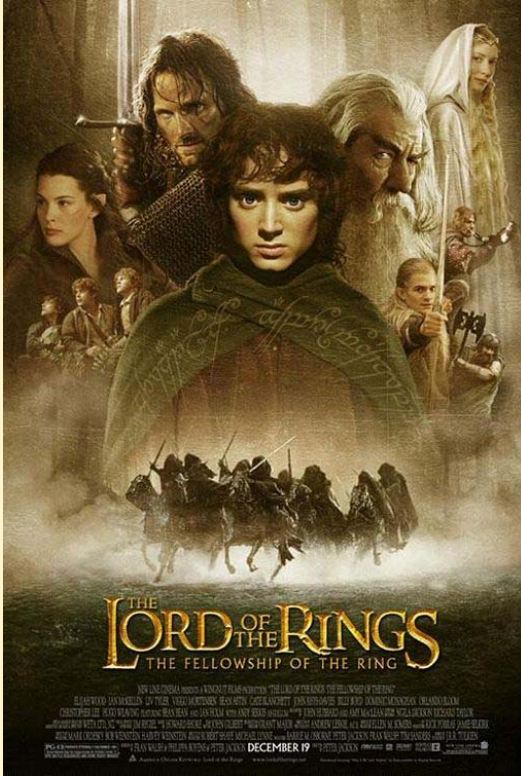
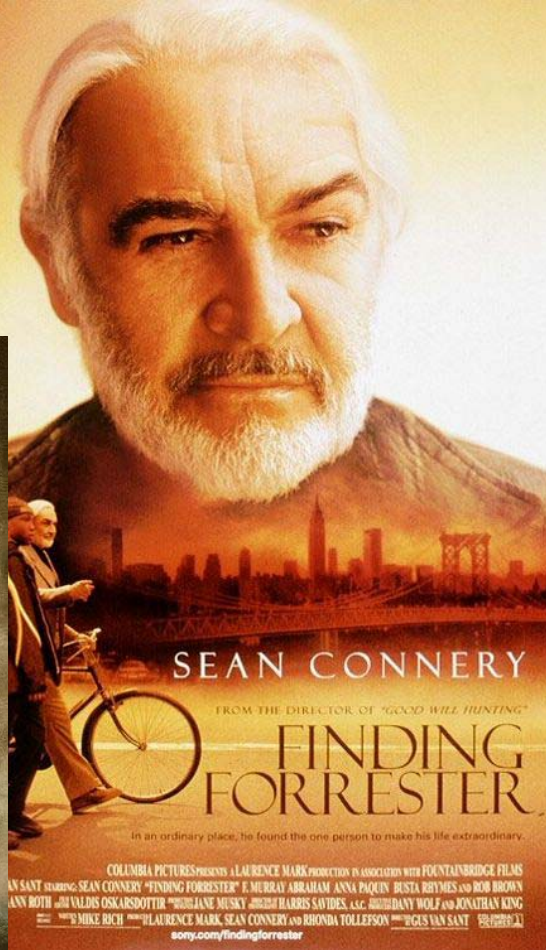
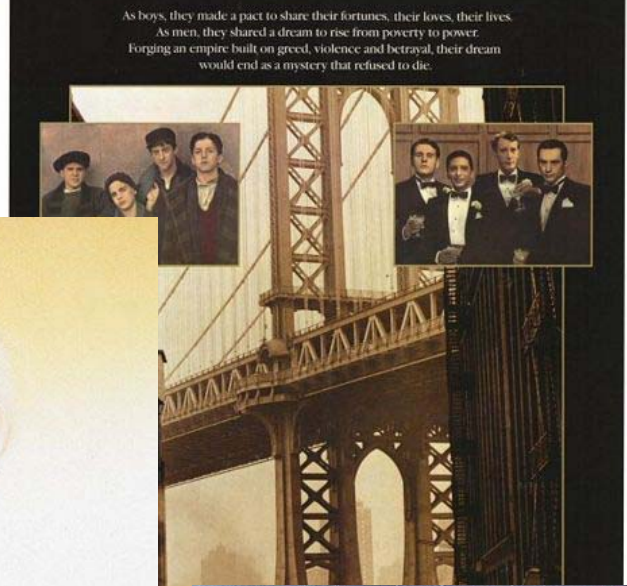
It robs the content owner of their ability to fine-tune their offers based on consumer demand.

Consumers lose choice.

From the creator of 'True Romance' & 'Reservoir Dogs'
 John Travolta Samuel L. Jackson Uma Thurman Harvey Keitel Tim Roth Amanda Plummer Maria de Medeiros
 Ving Rhames Eric Stoltz Rosanna Arquette Christopher Walken Bruce Willis

Pulp Fiction


by Quentin Tarantino





Properly conceived and implemented,
content protection
empowers consumers.

The lack of content protection
forces everyone toward
a one-size-fits-all world.



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