UltraViolet Overview for MPAA Comments in U.S. Copyright Office Docket No. 2014–07, Re: Exemption to Prohibition on Circumvention of Copyright Protection Systems for Access Control Technologies

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Mark Teitell, General Manager & Executive Director, DECE
INTRODUCTION
Why UltraViolet?

A collection “in the cloud” lets me watch across devices...and not worry about loss.

With UV retailers, I get the device reach & features of them all (like my bank ATM!)

When we collect UV titles, we see one single “library” – like our old disc shelf...

UV makes me comfortable because my collection is “portable” – like my mobile phone #.
DECE: creator/operator of UV

Partial list from more than 50 members

Sony
Motorola
Panasonic: ideas for life
Philips
Toshiba: Leading Innovation
Cisco
Samsung
Intel
Adobe
Akamai
Wiwievine
Ericsson
dts
Dolby
Technicolor
IBM
Microsoft
Neustar
sky
Nook
Comcast
Verizon
Cox
Sprint
CenturyLink
Rogers
Sprint
Franco
Vudu
HD Movies

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HOW IT WORKS
The free UV Library

Example: 3 of 9 UV Retailers in US

CENTRAL UV ACCOUNT DATABASE – “UTILITY” FOR THE INDUSTRY
3 ways to add new UV titles

Blu-ray and DVD
*Redeem your UV code*

Online Movie Stores
*Shop via websites and apps*

Disc-to-Digital
*Upgrade your old discs*
• Purchased Man of Steel Blu-ray during lunch hour
• Visiting Flixster from my PC to add to UV Library
• 20 minutes later, at home
• Teenage son using M-GO app on smart TV
• There’s *Man of Steel* in our UV Library
• Now adding **Batman Begins**...
A few days later
Using VUDU app on game console at vacation house
There are our two new UV titles
• At VUDU, I can also get UV download/stream capabilities for movies I already own on disc
At the UV account management portal, I can see everything in my Library...
...and link directly to the original retailer or other UV retailers.
ULTRAVIOLET STATUS UPDATE
UltraViolet Status – Industry Deployment

Content Providers (13)
- ~17K titles

Retailers (18)
- Flixster
- vudu
- Carrefour
- FiOS
- Sainsbury’s
- MGO
- CinemaNow
- Sony Pictures
- nook
- wuaki.tv
- videociety
- EzyFLIX
- Kaleidescape
- Paramount
- Universal
- Splendid Film

Territories (13)
- US
- UK
- Ireland
- Canada
- France
- Germany
- Austria
- Switzerland
- Belgium
- Luxembourg
- Netherlands
- Japan
- Australia
- New Zealand

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As of 5/12/15
UltraViolet Status – Consumers

As of 5/19/15

• 23M household accounts worldwide and growing steadily
  – About 20M of these are in the U.S.

• More than 130M movies and TV shows added to UV Libraries

• Evidence of high consumer satisfaction and intent to continue use