



**MOTION PICTURE ASSOCIATION  
OF AMERICA, INC.**

**Digital Rights Management: Promoting Consumer Choices and Content Security**

Digital technologies promise exciting opportunities for consumers and creators, and movie studios are actively looking for new and innovative ways to harness their potential to deliver sought-after movies to more people in more ways. For consumers, this means a host of new choices for high quality digital entertainment and increased flexibility in the ways in which they access and enjoy that entertainment content. For creators, it means better production tools, expanded distribution alternatives, new market opportunities and access to a worldwide audience.

MPAA member companies are all actively engaged in efforts to make the promise of digital technology a reality. The DVD, for example, has quickly become the fastest growing consumer electronics platform in history, with DVD players replacing VCRs as the platform of choice in nearly one-third of all U.S. homes. As we speak, millions of digital cable subscribers have instant access to the latest blockbuster films in high-quality digital format via true digital video-on-demand (VOD) services. We are also witnessing the emergence of legitimate online television and movie services, including the recently launched Movielink.com, CinemaNow, Soap City Downloads, and premium online video services by Yahoo and Real Networks. Many of these services offer the functionality of traditional analog offerings – in terms of the ability to pause, rewind, fast-forward and replay – with the added convenience of instant in-home access and a library of film titles that are always “in stock.” We hope this is just a beginning, with new consumer electronics and home networking technologies promising exciting and expanded new options.

But none of this would be possible without Digital Rights Management (DRM) and other content protection technologies. Effective content protection and rights management tools are essential to these efforts in two ways. First, such tools are what enable more choices for consumers – such as greater content portability and more ways of accessing content at reasonable prices. Such choices couldn't exist in a world without meaningful restrictions on unauthorized copying and/or retransmission. Second, such tools are key to keeping piracy at bay and out of the mainstream of American culture. Without effective content protection and rights management systems, unchecked growth of digital piracy threatens to thwart the vitality of legitimate markets for high-quality digital entertainment, both online and off, all to the detriment of consumers' access to compelling content.

For these reasons, MPAA is committed to the development of content protection and rights management tools that facilitate a robust digital entertainment market while fulfilling consumers' expectations and providing meaningful protections for copyright owners. To achieve this goal, Congress should seek ways to promote the development of effective standards and systems for content protection and digital rights management. Moreover, Congress must reject legislative attempts that would weaken existing laws by authorizing hacking of such technologies and the proliferation of hacker tools. While such measures are often promoted as pro-consumer and cloaked in the rubric of “fair use,” the truth is that they would do little more than undercut the protections that make possible such popular consumer offerings as the DVD and stifle innovation in sophisticated new technologies that give consumers more flexibility and control over their entertainment choices.