

Macrovision Renews Copy Protection Agreement with Universal Studios Home Entertainment

January 19, 2005 09:30 AM Eastern Standard Time

SANTA CLARA, Calif.--([BUSINESS WIRE](#))--Jan. 19, 2005--Macrovision Corporation (Nasdaq:MVSN) announced today that Universal Studios Home Entertainment has entered into a new, multi-year copy-protection agreement for its DVDs and select videocassettes worldwide.

"This agreement firmly underscores Universal's commitment to vigorously protect its video and DVD content from all facets of piracy," said Craig Kornblau, President, Universal Studios Home Entertainment. "Implementing Macrovision's video protection ecosystem helps us to effectively enhance the long-term value of our film library, while advancing our efforts to aggressively derail piracy."

"Implementing Macrovision's video protection ecosystem helps us to effectively enhance the long-term value of our film library, while advancing our efforts to aggressively derail piracy."

[Tweet this](#)

"Universal Studios is truly a leader in intellectual property protection. We deeply respect the significant commitment that Universal Studios Home Entertainment is making to protect the value of its content," said Steve Weinstein, executive vice president and general manager of Macrovision's Entertainment Technology Group. "With millions of DVD recordable devices entering the market and other digital set-top boxes, personal video recorders and media center PCs gaining hold, Macrovision's video copy protection technology continues to be the most widely deployed and most reliable way to protect against unauthorized copying of pre-recorded media."

Macrovision's technology is designed to allow consumers to transparently view original programming on all types of TV sets, but prevents unauthorized copying on DVD recorders, hard drive recorders and VCRs. The majority of hard drive recorders and home media center PCs recognize Macrovision's technology and either disable recording of copy-protected content or record an encrypted copy that can only be played on the machine it was recorded on, thereby inhibiting unauthorized Internet file sharing.

About Universal Studios Home Entertainment

Universal Studios Home Entertainment is a unit of Universal Pictures, a division of Universal Studios. Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news,

and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates the No. 1 television network, the fastest-growing Spanish-language network, a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.

About Macrovision

Macrovision develops and markets content protection, digital rights management and electronic license management solutions for the video, music and software industries. Macrovision's technologies are embedded in over 8.9 billion DVD, VHS and CD units representing over \$130 billion of protected entertainment content. In the software market, Macrovision licenses software developers the FLEXnet(TM) universal licensing platform and the InstallShield(R) suite of software installation, repackaging and update solutions, which are deployed on more than 500 million desktops worldwide. Over 50,000 software publishers and hundreds of Fortune 1000 companies use Macrovision's technologies to maximize the value of their software. Macrovision is headquartered in Santa Clara, California, and has offices worldwide. More information about Macrovision can be found at www.macrovision.com.

This press release may contain "forward-looking" statements as that term is defined in the Private Securities Litigation Reform Act of 1995. A number of factors could cause Macrovision's actual results to differ from anticipated results expressed in such forward-looking statements. Such factors are addressed in Macrovision's Annual Report on Form 10-K for the year ended December 31, 2003, and its latest Quarterly Report on Form 10-Q for the period ended September 30, 2004, which are on file with the Securities and Exchange Commission (available at www.sec.gov). Macrovision assumes no obligation to update any forward-looking statements.

Contacts

Macrovision Corporation
Miao Chuang, 408-562-8451

mchuang@macrovision.com

Simon Mehlman, +44-(0)161-740-3989 (Europe)

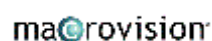
simonm@macrovision.com

or

ThirdWire for Macrovision

Gary Byrd, 831-440-2414

gary.byrd@thirdwirepr.com



MACROVISION CORPORATION
[NASDAQ:MVSN](#)  