



## **FAQ?**

### **What is CopyDisc PROTECT?**

Verity Systems' DVD anti rip copy protection technology helps content owners protect their digital assets. CopyDisc PROTECT software provides a reliable anti rip solution whether protecting DVD videos.

### **How does it work?**

CopyDisc PROTECT is a passive anti-rip solution that encapsulates image files on a DVD disc causing access to the content by common ripping programs to be controlled. The original media content is not modified and play-back quality remains unaffected. This is achieved by introducing copy control encapsulation in areas of the disc that are not read by DVD players during playback. Copy controlled discs are designed to provide effective speed bump protection from unauthorised casual copying. Copy controlled discs have full DVD player playability matching that of unprotected DVDRs. Menus, special features and extras are unaffected and remain as the original.

### **How do I apply CopyDisc PROTECT to DVDs?**

Copy control is applied through our proprietary CopyDisc PROTECT software authoring program which adds protection to the ISO or DDP image file prior to burning. Once protected the ISO files can be processed in the normal way for PC playback, duplicating DVDs or for mastering and manufacturing. Content that is protected in this way can be burnt to disc using any standard burn engine.

### **How effective is it?**

No copy protection is insurmountable; what can be digitally put onto a DVD can also be taken off. Therefore, it is important to set expectations appropriately. The goal of CopyDisc PROTECT is to make DVD video copying very difficult for the average person, thereby protecting the rights and profits of copyright holders. It is intended as a robust yet transparent anti-rip solution that can significantly help to prevent unauthorized copying of discs. Further, it is an upgradable software solution. New and innovative development continues to ensure that it provides the most reliable, efficient and easy to use anti-rip copy protection solution available.

### **Has it been tested?**

Independent external testing has been carried out and confirms reliable levels of protection from mass market ripping programs while also achieving full playability on DVD players.



NGS security tests also confirm that discs burnt with our passive CopyDisc PROTECT authoring software do not load any software onto PC operating systems.

Intellikey Labs playability and rip testing on computer operating systems and DVD players. 100% playability on tested DVD players representative of the mass market.

PMTC playability and rip testing on computer operating systems, CD & DVD players. Effective protection from mass market ripping programs.

NGS security assessment: "NGS conclude that there are, in both the case of the protected DVDs and Audio CDs, no unexpected, undesirable, or malicious actions taken on the system upon which such a DVD or CD is used".

### **How reliable is it?**

The high level of copy protection, playability and simplicity of its use are key factors in the continued success of CopyDisc PROTECT. Whereas NO copy protection solution can be guaranteed to be 100% un-rippable, CopyDisc PROTECT provides a significant 'speed bump' in any attempt to rip and copy video content and hence has been adopted by leading content owners across the world. Independent testing has shown both a significant level of copy protection robustness but also virtually 100% playability on the huge range of DVD players out there. The use of cheap DVD media and its lack of playability is more of an issue.

### **Can a protected disc be copied?**

CopyDisc PROTECT performs very well against mass market ripping programs but in some circumstance when it is thought that it has been ripped it is found upon playback that the disc does not play the entire or part of the copied disc so in reality the copy is not watchable.

### **How is it working for customers now?**

Major US based film studios, content owners and duplicating service providers have found the high level of copy protection and ease of use key factors in their adoption of CopyDisc PROTECT. CopyDisc PROTECT today is helping our global partners secure their video content so helping to prevent the organised ripping and exploitation of their content, thus protecting their revenues and brands which is fundamental in the competitive video production world. From Videographers to the largest Film Studios CopyDisc PROTECT is delivering results.



### **Are there upgrades?**

Keeping ahead of the mass ripping technologies out there is an ongoing 'arms race'. CopyDisc PROTECT is being continually developed to keep ahead in this race with typically 2 new versions being developed at any one time. Vigorous testing based on rip ability and playability is the key criteria in the release of any new version to ensure that a high level of customer satisfaction is maintained. Software upgrades can be installed on top of our existing software programs so you can be assured of the very best protection at all times.

### **How much piracy or unauthorised copying is there?**

Optical disc piracy, a subset of the overall piracy market, is the illegal manufacturing, sale, distribution or trading of copies of motion pictures in digital disc formats including DVD, DVDR, CD, CD-R and VCD. The problem is widespread. In fact, over 400 labs for illegal duplication and replication of audiovisual content are discovered every year in the U.S.A. alone. In general, film copyright piracy costs the U.S. economy more than \$20 billion a year.

### **What pitfalls can I encounter when presenting?**

The main focus for the adoption of CopyDisc PROTECT is where the content owner, film studio, videographer etc places a \$value in the content they produce, Clearly for advertising type content then this may not apply.

Value may be based on the reduction in revenues due to the loss of sales due to piracy or in terms of Brand Protection for Corporate video content where the need to protect the content to prevent copying and editing perhaps.

Clearly if the content owner does value their content then they should be interested in understanding more on CopyDisc PROTECT and how it will help to protect their valuable content. They may want a 100% guarantee that their video can be ripped but not solution can be guaranteed to such a degree. Independent test results show CopyDisc PROTECT is a very secure copy protection solution with an extremely high level of playability and stands out well compared to its competitors in the market place.

CopyDisc PROTECT is also commercially attractive as it is based on a per burn approach with no initial set up costs required this should make the cost justification discussion much easier.

### **Does CopyDisc PROTECT have a track record?**

CopyDisc PROTECT is an established robust copy protection solution for DVDr Video. It is used by many major film studios, Video On Demand suppliers, duplicating Service providers, Videographers and other content owners. The existing established partner network covers across North America and throughout Europe and many testimonials can be provided.



### **What is CSS?**

CSS is the Content Scramble System that is the industry approved legal standard to protect DVD video. People who have illegally copied DVDs containing CSS can be prosecuted by content owners.

### **Does CopyDisc PROTECT work with CSS?**

CopyDisc PROTECT can be used with CSS, Content Scramble System to protect movies on DVD from being illegally duplicated. CopyDisc PROTECT has been licensed by Sonic Solutions for integration with Qflix which is an industry-backed standard and comprehensive licensing and certification program that allows movies to be legally purchased by downloading through the Internet and burned onto DVD or directly duplicated by in-store retail systems, providing movie studios and distributors with an efficient new channel for the electronic distribution of digital video entertainment to consumers. Simply, Qflix is a system that enables the recording of premium content to DVD-recordable discs with the same level of copy protection found on today's in-store DVDs. Being both secure and compatible with the billion DVD players deployed worldwide, Qflix opens up a whole new way to digitally deploy movies with the same quality and level of interactivity as standard DVD discs, but with virtually no inventory management costs.