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**MPAA SEEKS FCC OKAY FOR TRANSMISSION OF FIRST RUN  
MOVIES DIRECTLY TO CONSUMERS**

*Washington, D.C.* – In a filing today with the Federal Communications Commission, the Motion Picture Association of America, Inc. (MPAA) reinforced the benefits of allowing studios the option of sending movies fresh from the box office to tens of millions of American households.

“Many of us love movies, but we just can’t make it to the theater as often as we’d like. That is especially true for parents of young children, rural Americans who live far from the multiplex and people with disabilities that keep them close to home,” MPAA Chairman and CEO Dan Glickman said. “Having the added option to enjoy movies in a more timely fashion at home would be a liberating new choice.”

In its filing, which was in response to letters of opposition filed by the group Public Knowledge, the MPAA said: “grant of the waiver would for the first time allow millions of consumers to view high-value, high-definition theatrical films during an early release window that is not available today. MPAA has explained that release of this high-value content as part of an earlier window, especially with respect to movies released for home viewing close to or even during their initial theatrical run, necessarily requires the highest level of protection possible through use of SOC.”

SOC, or selectable output control technology, would allow motion picture studios to partner with cable and satellite providers to distribute first-run, high-definition content to televisions with digitally secure interfaces. Grant of a waiver allowing the use of SOC would protect content by ensuring that these movies are not transmitted through analog outputs that permit illegal circumvention and distribution of copyrighted material. To be clear, this technology would NOT have any impact whatsoever on existing devices' ability to receive all of the content that they currently receive today. SOC would be available for use ONLY with respect to the proposed new in-home, high-definition content offering. Consumers also would continue to be able to watch movies in all of the ways that they do today, including, for example, by renting and purchasing DVDs or subscribing to Netflix.

The MPAA filing noted: “By Public Knowledge’s odd reckoning, however, no consumer-oriented technological breakthrough ever could be introduced to American homes unless and until *every single*

American home had access to the same opportunity at the same moment in time. That is a recipe for holding every innovation hostage until the last consumer adopts a new technology.

“Under Public Knowledge’s approach, the Commission would have taken decades to permit television stations to broadcast in color, since millions of American homes already had purchased black-and-white sets when color broadcasts were introduced in the 1950s. Indeed, whenever innovative technologies bring consumers new and better opportunities to media content, there is always a lag between when early adopters take advantage of these opportunities and when they become ubiquitous.”

Glickman added: “I, like most movie-goers believe the best way to enjoy a movie is to go to the theater with friends and share a communal laugh or adventure together. But I also believe there is ample room for additional choices that satisfy consumer demand to enjoy movies in diverse new ways. If allowed by the FCC, I believe this new choice will be just one of many exciting innovations to come that benefit consumers and sustain the future of this unique creative medium.”

[A copy of the filing by the MPAA can be found by clicking here.](#)

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***About the MPAA***

*The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.*

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