

# Consumers to burn downloaded movies

July 17 2006

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Fans of downloaded movies could get licenses to burn DVDs they purchase online. Broadband video-on-demand service Movielink and digital media software company Sonic Solutions have signed a licensing agreement for technology, when authorized for use by content providers, to allow consumers to burn downloaded movies onto recordable discs, the companies said.

The movies will be recorded in a protected format for playback on standard DVD players.

"We are anticipating an industry resolution to establish rules for converting secure Internet-delivered Movielink downloads into a secure format compatible with DVD players in the market today," said Movielink CEO Jim Ramo.

"This gives consumers a more flexible product while providing copyright holders with adequate protection of their content," Ramo added. "Our relationship with Sonic is a critical advancement and will enhance the value of our service, along with the capabilities already available, by allowing customers to burn and play back movies on standard DVD players."

The companies also said that as part of the agreement, Movielink has licensed Sonic's DVD-on-Demand technology to permit home users to download, format and burn movies. In addition, Sonic will include the Movielink Service within its Roxio CinePlayer and other Sonic software applications.

"Fuelled by an installed base of more than a hundred million DVD players in the U.S. today, DVDs are by far the most popular and familiar method of watching movies at home," said Jim Taylor, senior vice president and general manager of Sonic Solutions' Advanced Technology Group. "By working with Movielink, the leader in broadband movie downloading, and allowing users to download, purchase and burn movies to DVDs, we are combining the flexibility and convenience of Internet video distribution with the permanency and portability of the DVD video format."

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Citation: Consumers to burn downloaded movies (2006, July 17) retrieved 2 May 2024 from <https://phys.org/news/2006-07-consumers-downloaded-movies.html>

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