



# Copy Management

## Questions & Answers



**On September 23, 2003, BMG and Arista Records released a commercial CD using copy-management technology. With this introduction of copy-management technology has come a wide array of questions for retailers and consumers. Together, NARM and BMG are working to provide answers to the most common questions about the technology.**

### Why copy-management technology?

copy-management technology is one of several responses to illegal file-sharing and mass copying, which has had a detrimental effect on our industry. Since 1999 unit shipments have fallen 26% from 1.16 billion units to 860 million units.

### Why are music labels deciding to move forward with copy-management now?

The consumer experience is the music industry's number one priority. Until this new generation of copy-management technology, many did not feel it was commercially viable. The latest copy-management technology provides consumers with broad flexibility and playability in a way that has never before been possible. Consumers who purchase these CDs will be able to listen to it on a whole range of devices and players and will have the ability to burn an authorized number of copies for their personal use.

### Which of those features are new to this generation of technology?

- Device playability. These discs play just like an enhanced CD. Certain products tested last year had playability issues with DVD players, car stereos and game consoles. These discs play on nearly all DVD players, car stereos, etc. Anywhere an enhanced CD will play, these discs will play.
- Mac playability. The discs can now be played on a Mac like any other CD.
- Ability to play music on PC or Mac without the CD present. The music can be transferred to the PC using the original disc.
- Ability to play the music files using many different software players. Previous technology required a proprietary player.
- Ability to transfer the files from the computer to a secure portable device.
- Ability to securely share music files with PromoPlay. Consumers can share the music in a secure environment. The recipient gets the ability to listen to the music for a number of days (10) before the music times out.

### Will consumers know the CD they're buying is copy managed?

Yes, the CDs will be clearly labeled to inform consumers of the technology and the range of uses that can be made of them.

### What does the music industry hope to get out of this?

copy-management technology is viewed as another part of the response to rampant file-sharing and mass copying. It is not viewed as a silver bullet or the answer to stemming illegal file-sharing, but as a step forward in introducing the consumer to the importance of confining copying to the purpose of personal use.

### In the past there have been playability issues. For example, some copy-managed CDs haven't played on car stereos or PCs. Where will this CD play?

Playability is equivalent to an enhanced CD. It will play on nearly all standard playback devices including CD players, DVD players, car stereos, boomboxes, PCs, Macs, Walkman's and game consoles.

### What portable devices will these CDs play on?

It will play on any device that supports Windows Media DRM. These include Creative Labs Nomad players, Compaq iPAQ personal audio players, RCA personal audio players, Sanyo personal audio players, RIO personal audio players and eDigital personal audio players.

### What happens if the technology is hacked?

The technology will continue to be upgraded, not just from release to release, but in some cases from shipment to shipment of the same release.

### Does copy-management technology compromise the sound quality?

No.

### Can this CD be burned?

Yes. However, many companies are limiting the number of times the CD can be copied.