



Movielink

What is Movielink?

- Movielink, LLC is the Internet-based movie rental service formed as a joint venture among Metro-Goldwyn-Mayer Studios, Paramount Pictures, Sony Pictures Entertainment, Universal and Warner Bros.
- Offers broadband customers in the United States a broad selection of recently released theatrical films as well as additional content from extensive film libraries that span all genres.
- 350 titles are currently available, of which 73 were released in 2002.
- Movies become available during their "pay per view window" (i.e., after home video but before cable TV).
- Customers rent movies for a limited time on a transactional (versus subscription) basis and legally download them to their computer.
- Cost per download typically ranges between \$2.95 - \$4.95.

Movielink New Releases

Title	Released	Title	Released
24 Hour Party People	2002	Mad Love	2002
Abandon	2002	Maid in Manhattan	2002
All or Nothing	2002	My Big Fat Greek Wedding	2002
Auto Focus	2002	Paper Soldiers	2003
Ballistic: Ecks vs. Sever	2002	Possession	2002
Barbershop	2002	Quitting	2001
Blood Work	2002	Red Dragon	2002
Blue Crush	2002	Roger Dodger	2002
City by the Sea	2002	Running 7 Dogs	2001
Evelyn	2002	Say Yes	2001
Far From Heaven	2002	Secret Ballot	2001
Fear Dot Com	2002	Stealing Harvard	2002
Femme Fatale	2002	Swept Away	2002
Formula 51	2002	Taboo	2002
Ghost Ship	2002	The Adventures of Pluto Nash	2002
Half Past Dead	2002	The Animatrix	2003
Harry Potter and the Chamber of Secrets	2002	The Crime of Padre Amaro	2002
Hey Arnold! The Movie	2002	The Crocodile Hunter: Collision Course	2002
I Spy	2002	The Four Feathers	2002
Igby Goes Down	2002	The Man from Elysian Fields	2002
Indian Summer	2001	The Master of Disguise	2002
Jackass: The Movie	2002	The Tropfest Film Festival Collection	2003
Jonah: A VeggieTales Movie	2002	The Truth About Charlie	2002
Just A Kiss	2002	The Wild Thornberrys Movie	2002
Killing Me Softly	2003	Trapped	2002
Last Present	2001	Wasabi	2001
		Welcome to Collinwood	2002

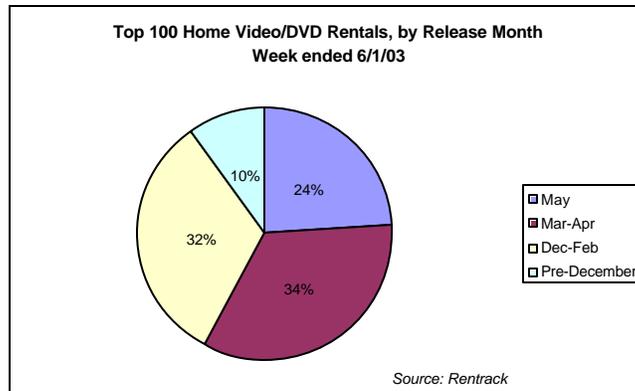
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Home Video/DVD Top Rentals

- Of the top 100 video and DVD rental titles for the week ended 6/1/03:
 - 90% were released in the last six months
 - 24% were released in the past month
 - 58% were released in the past three months.



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Movielink User Experience

- Once ready to download a movie, customers register and pay via credit card.
- After downloading movies, customers are able to store movies for up to 30 days.
- Once play is initiated, they can watch a movie as many times as they would like in a 24-hour period. If they need more time, they can add to their viewing period in 24-hour increments.
- Customers do not have to be online to view the movie.
- Minimum technical requirements: a PC with a broadband connection, Windows 98 and either RealPlayer 8.0, RealOne Player or Windows Media Player 7.1.

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Movielink Homepage

The screenshot shows the Movielink homepage with a blue and white color scheme. At the top, there is a navigation bar with links for Home, My Cart, My Order, My Account, and My Downloads. A 'Special Offer' banner for 50% off is visible in the top right. The main content area features a large 'jackass' movie promotion with a 'Download & Save' button. Below this, there are several movie recommendation sections: 'New Downloads' with a list of titles, 'New Releases' with a grid of movie covers, 'Most Popular' with a featured movie 'Memento', 'New & Easy' with 'The Grate One', and 'New & Hard' with 'The Graces of God'. A 'New Favorites' section is at the bottom. The footer contains copyright information for Paramount Pictures and Movielink, LLC.

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Family Category

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Main Movie Page

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Shopping Cart

Special Offer: 50% off the rental

Shopping Cart

Please see the items you've selected. If they've changed, click Proceed to Checkout. If not, please verify the list below.

Items	Player Format	Video Format	Stock Unit	Qty	Price
Harry Potter and the Chamber of Secrets DVD Player	DVD Player			24 Hours	\$79.99 \$4.95

If you have a rental, get notified on DVD, click Proceed to Checkout and enter your code. **Estimated \$4.95**

You must complete the following information in order to proceed:

- I agree to Movielink's Terms of Use
- I do not agree to Movielink's Terms of Use

[Proceed to Checkout](#)

Continued Shopping

You must be in the U.S. to rent from Movielink.

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Check-out

Special Offer: 50% off the rental

Rental Summary

Please check the information below. If it is correct, click Complete Rental. Please note that you may view each movie up to the "Rental" date, but once you start playing a movie you have 24 hours to finish watching it.

Items	Player Format	Video Format	Stock Unit	Qty	Price
Harry Potter and the Chamber of Secrets DVD Player	DVD Player			24 Hours	\$79.99 \$22.47
					\$4.95
					\$1.47
					Total Total: \$22.47

Billing Information: **CREDIT CARD**

Complete Rental when you are ready. You'll receive an e-mail when it's time to return.

[Proceed to Checkout](#)

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Rental Confirmation

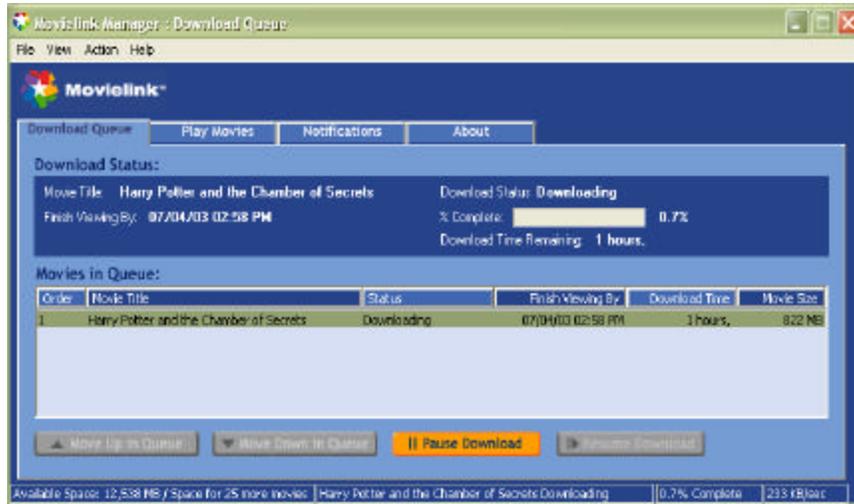


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Manager During Download



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Movie is Downloaded

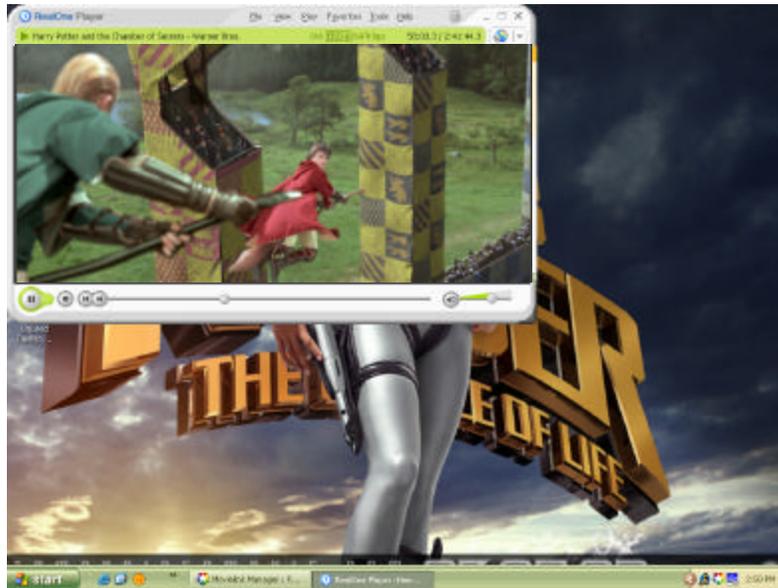


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Playing in Desktop Mode

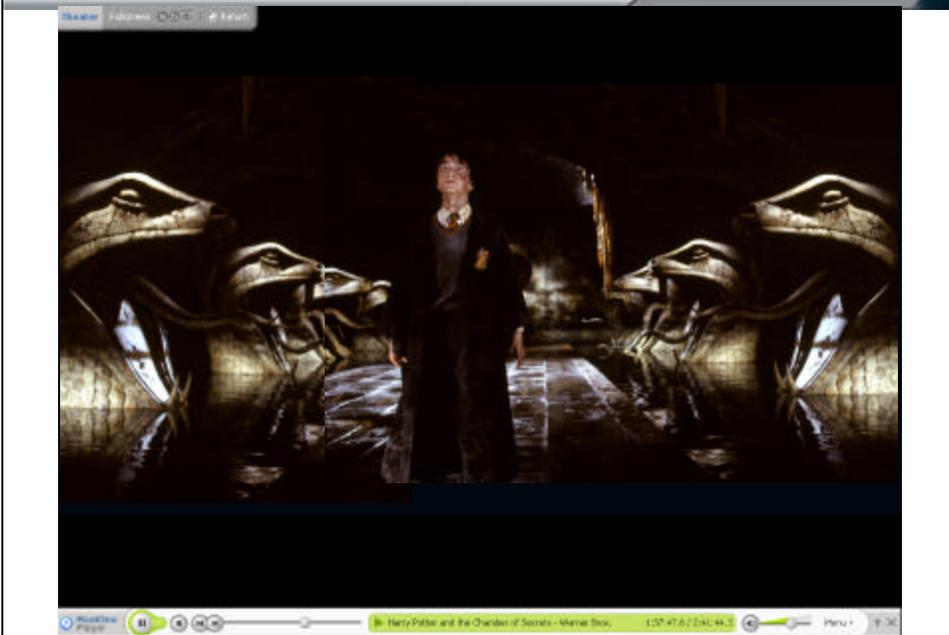


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Full-Screen Theater Mode



Other Online Paid Media Services

RealOne SuperPass & RadioPass

- Streaming Audio and Video service - launched Dec. 2001
- RealOne Player
- Content from:
 - NASCAR
 - PGA
 - Major League Baseball
 - NBA
 - FoxSports
 - Sports Illustrated
 - CNN
 - Wall Street Journal
 - E!
 - iFilm
- RadioPass features 60+ ad-free stations and 3,200 other radio stations
- Price point: \$9.95/month
- One million subscribers to paid Real services



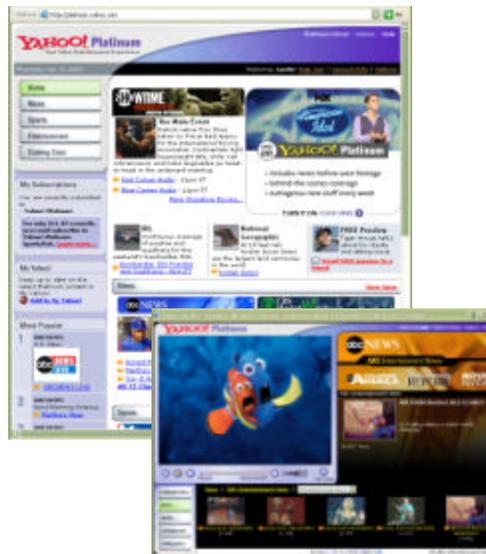
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Yahoo! Platinum

- Launched in March 2003
- Streaming Video Content:
 - Video from American Idol, Survivor.
 - Live sports broadcasts:
 - National Hockey League
 - NASCAR.com
 - Showtime Boxing
 - Major League Soccer
 - Stories from ABCNEWS/Good Morning America
 - CBS Marketwatch
 - The Weather Channel
 - Full episodes from BBC America
 - Discovery Channel
- Price points: \$9.95/month, or \$11.95/month with the SportsPak



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Rhapsody

- Unlimited, on-demand streaming music service, owned by Real Networks
- Launched in 2001
- 20,000 tracks, plus editorial content
- Searchable by album, artist, or song
- 50+ Radio stations programmed by editors
- Price points: \$9.95/month for on-demand streaming, \$.79/track to burn to a CD, \$4.95/month for the radio stations only
- No downloads allowed – streaming or CD-burning only
- Account is accessible from any Internet-connected PC



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Apple Music Store

- Downloadable Music
- Launched April 2003
- 2m downloads by May 14
- Free music previews
- Option to download music videos
- 200,000+ full-length tracks
- Price point: \$.99/download
- Files are AAC format, and the iTunes player is only compatible with the Apple OS



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Star Trek

What is Star Trek?

- A “mega” Science Fiction brand; globally known and part of U.S. popular culture
- Spans 5 decades; first episode aired in September 1966
- 5 television series (over 650 hours) – Original Series, The Next Generation, Deep Space Nine, Voyager, & Enterprise
- 10 motion pictures
- Seen in over 100 countries worldwide; translated into dozens of foreign languages
- Over \$4 billion cumulative in worldwide retail merchandise sales
- Star Trek: The Experience -- themed entertainment attraction located at the Las Vegas Hilton

Star Trek Icons



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Star Trek On-Demand

- Star Trek On-Demand is a new concept that marries Internet technologies (e.g., video streaming, searchable databases) with the rich video archive of Star Trek, enabling fans to involve themselves with the franchise in a new, appealing way.
- Subscribers will be able to:
 - Search scenes from all Star Trek episodes (as made available) through extensive meta-information attached to individual scenes, making it easy to find favorite sequences, obscure aliens, technology references, etc. – whatever the subscriber desires.
 - View Star Trek episodes and movies for a supplemental fee within a specified time via secure Internet streaming to the subscriber's PC.
 - Save a list of favorite scenes or embed links to them in personal fan pages.

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Programming

- “Famous Firsts,” “The Best... space battles, Klingon fights, Holodeck sequences, etc.” Every instance of “He’s dead, Jim”...
- Fan-voted favorites
- Scavenger hunts



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Scene Search

- Every scene from each available episode is tagged with information associated with the scene (dialogue, characters, planets, etc.)



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Search Results

- Scenes containing the search term(s) are listed and may be viewed



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View Scene



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World Intellectual Property Organization, June 2003

Tom McGrath
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