



HBO Renews Multi-Year Content Protection Agreement with Macrovision for DVDs and Videocassettes

SANTA CLARA, Calif. -- November 1, 2004- Macrovision Corporation (Nasdaq:[MVSN](#)) announced today that HBO Video, a subsidiary of Home Box Office, Inc., the premium television-programming subsidiary of Time Warner Inc. (NYSE:[TWX](#)), has renewed a multiple year agreement to copy protect its DVDs and VHS cassettes. Macrovision's technology helps prevent unauthorized copying by VCRs, DVD recorders, media centers and personal video recorders.

"We are pleased that HBO Home Video has reaffirmed their strong commitment to content protection," said Steve Weinstein, Executive Vice President of Macrovision's Entertainment Technology Group. "Intellectual property rights are increasingly being threatened. Macrovision's technology helps prevent unauthorized copying which, if left unchecked, would cost the entertainment industry hundreds of millions of dollars annually in lost revenue. HBO Home Video's continued use of content protection technology not only protects the long-term value of their titles but also protects the revenue of their retail distributors."

Macrovision's content value management solutions are designed to allow consumers to transparently view programming on all types of televisions, while preventing unauthorized copying on home and portable viewing devices. This seamless solution is made possible as almost all the world's DVD recorders, hard-drive recorders and VCRs respond to Macrovision technology.

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About Macrovision

Macrovision develops and markets content protection, digital rights management and electronic license management solutions for the video, music and software industries. Macrovision's technologies are embedded in over 8.5 billion DVD, VHS, and CD units representing over \$115 billion of protected entertainment content. In the software market, Macrovision licenses software developers the FLEXnet (TM)universal licensing platform and the InstallShield(R) suite of software installation, repackaging and update solutions, which are deployed on more than 500 million desktops worldwide. Over 50,000 software publishers and hundreds of Fortune 1000 companies use Macrovision's technologies to maximize the value of their software. Macrovision is headquartered in Santa Clara, California and has offices worldwide. More information about Macrovision can be found at www.macrovision.com.

This press release may contain "forward-looking" statements as that term is defined in the Private Securities Litigation Reform Act of 1995. A number of factors could cause Macrovision's actual results to differ from anticipated results expressed in such forward-looking statements. Such factors are addressed in Macrovision's filings with the Securities and Exchange Commission (available at www.sec.gov). Macrovision assumes no obligation to update any forward-looking statements.