

Hongkong Telecom Secures VOD Programming With Macrovision

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Hongkong Telecom IMS Ltd. (HKT) has announced a deal with Macrovision Corporation [NASDAQ:MVSN] that will enable the company to protect its video on demand (VOD) programming from unauthorized copying.

Under the terms of the agreement, HKT will use the Macrovision Pay-Per-View encoding system on all VOD programming until the end of 1999. It plans to launch VOD on its new interactive television (iTV) network, which will launch shortly. The system prevents users from recording programming onto video cassette while leaving the picture displayed on the TV unaffected.

The system is similar to that used by many digital satellite broadcasters around the world, including Astro, BetaResearch, BSkyB, DirecTV Japan, DirecTV USA, EchoStar, Galaxy Latin America, PerfecTV! Japan, Singapore Telecom and Sky Latin America. Macrovision also produces a copy-protection system that is used widely on prerecorded video cassettes.

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