

Name: Alan Batie

Class of works: I am writing in support of Class #3 (Unskippable DVD Advertising): Audiovisual works released on DVD that contain access control measures that interfere with the ability to control private performance, including the ability to skip promotional materials.

Summary:

Disc name: Disney: The Adventures of Huck Finn; Strand Releasing: Borstal Boy; 10% Productions: The Journey of Jared Price

10% Productions DVDs are particularly insidious, because advertising is built into the menu, so every time you push the Menu button trying to get past it, it starts over again. It is the height of arrogance to disable user controls and force them to only access the content in the way "they" want you to. And it's totally pointless: who goes out and says "oh, that movie I liked was Universal's, so I'm going to go buy another Universal DVD". Fat chance. And if I am interested in the preview, I'll watch it voluntarily. If I'm not, forcing me to sit through something I abhor is only going leave bad feeling towards the studio, which coincidentally forced me to watch their promo too, to make sure I remembered who subjected me to this s!t in the first place. Making sure that I will only buy stuff from them in the future that I **really** **really** want to see. Are the marketing people in these companies total idiots or what?