

Product: Movielink

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Note: Information presented in this report is based in good faith on information provided by the company offering the technologies described. No independent due diligence has been carried out to verify the original source information.

## 1. The Legitimate Service Overview

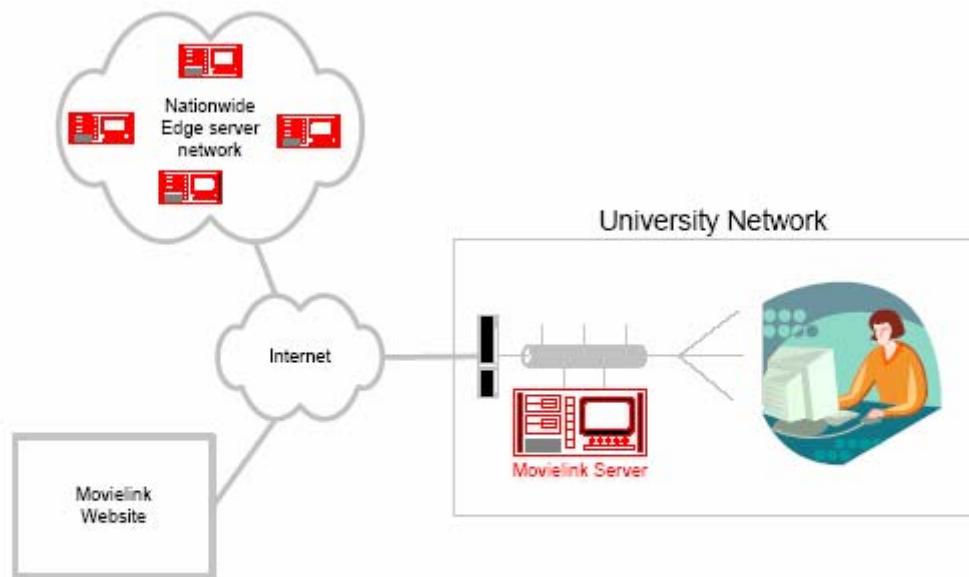
Movielink provides an online rental service for motion pictures from most of the major studios, some independent providers, foreign sources, and student filmmakers.

## 2. Detailed Technology Description

Movielink's service infrastructure consists of three elements: the e-commerce web site, the Content Delivery Network (CDN), and the customer's personal computer. The service requires the customer to use the WIN 98SE, ME, 2000, or XP operating system, including the XP MCE 2004, as well as the latest version of either Real or the Windows Media software. The service also requires customers accept a Movielink Manager (MM) that is automatically installed on their personal computer. Customers access the Movielink website containing a multi-media catalog via a broadband network. The service allows viewing or downloading of some short video content for free. The CDN provides this content. Customers can pay to download a movie. This requires use of a major credit card. Once the customer provides a major credit card number, the customer clicks "download." The financial transaction is completed on the Movielink website. The site then hands the process to the MM, a client utility. The MM application initiates the movie download process and provides an auto-resume function in the event of download interruption. The portion of the CDN that responds to movie download requests consists of numerous "central" servers and a number of Movielink servers embedded within last mile networks. Movielink envisions such last mile networks within university networks and envisions the campus server will provide the movie files directly into the campus network.

### *3.1 Network architecture*

Movielink LLC provided the following diagram in their response to RfI #2.



*Architecture with embedded Movielink server*

### *3.2 Scalability*

Movielink envisions providing the embedded (dedicated) servers at major universities or within telecommunications hubs that campus networks can use. They state that they are currently handling a nationwide 24x7 service and have been offering promotional rates to students via [www.college.movielink.com](http://www.college.movielink.com) since November 2003 and are prepared to handle an additional significant student load for downloading and rental.

### *3.3 Testing and installed base*

Movielink states that they began 24x7 service on November 11, 2002. A team tests software changes. Prior to deployment, Movielink claims to test the software on a web site configuration intended to simulate the operational site. This includes load testing. After deployment of the new software Movielink tests the operational system before it is returned to revenue operations.

Movielink informs us that they make extensive use of third party encoding technologies such as Windows Media and Real Media, and, separately, ATG's Dynamo middleware. They state that these are mature products and for that reason their in-house focus is on testing of integrated components.

### *3.4 Competitive approaches*

Movielink emphasizes use of industry-standard technology and an easy to use interface. Movielink automatically installs the Movielink Manager (MM) client on the customer's computer. MM includes an automatic recovery for link interruptions and automatically clears the hard drive space once the viewing license expires. This feature ensures no late

fees and means there are no items to return. Movielink emphasizes the advantages of downloading over streaming.

### *3.5 Technology/Service Characteristics*

a) Streaming

Movielink uses streaming at 300 Kbps for trailers and clips. Movielink states this is provided for free and does not require a subscription.

b) Downloading of files and burning to other digital media

Movielink uses downloading. The service does not include burning.

c) Distribution to other computers or portable devices

This is not part of the service. Movielink intends customers to view the movie on the computer to which it was downloaded. If a file is somehow transferred to another device, the Movielink website will not re-license the file for viewing.

d) Compatibility with Windows, Macintosh, and/or other systems.

Movielink requires WIN 98SE, ME, 2000, or XP operating system as well as the latest version of either Real or the Windows Media software. The service has created a specialized "TV-friendly" user interface for the Media Center Edition 2004 version of the XP operating system. The MCE platform is specifically tailored to be a student's sole "productivity and entertainment" appliance.

e) Type of content and the number of titles available on the vendor's system for selection by authorized users of the university or college network;

At the time of their response to the RFI, Movielink featured 375 new releases and library titles but has since grown to over 650 titles. Genres include action, romance, sci-fi, classics, comedy, drama, family, foreign, documentary, horror, shorts, independents, westerns, and thrillers. Movielink does not offer adult content.

f) Identification of companies from whom the vendor has obtained licensing agreements

MGM, Paramount Pictures, Sony Pictures, Universal, Warner Bros., Disney, Miramax, Artisan Entertainment, Hyponotic, Bruce Brown, Mei Ah (Hong Kong), Raintree (Singapore), Eros Multimedia (India), Cinema Service (Korea) and others.

#### 4. Corporate Characteristics and Resources

Movielink launched on November 11, 2002 and is jointly owned by MGM, Paramount Pictures, Sony Pictures, Universal, and Warner Bros. It is a Delaware limited liability company, with headquarters located in Santa Monica, California. There are under 100 full-time employees.

#### 5. Pilot Testing

Movielink has begun installation of on-campus-network services at a limited number of universities. For each installation, Movielink anticipates several weeks of meetings with

campus stakeholders. Once the university and Movielink are in agreement concerning the server, technical installation is “quick.”

6. Commercial Terms

Movielink is prepared to negotiate terms with interested Universities.

7. Other Information

Movielink recommends visiting its website using broadband and a Windows computer, [www.movielink.com](http://www.movielink.com).