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SVP Initiative Gains Momentum; Membership Grows



In the past year, the SVP initiative has taken significant strides toward industry-wide adoption. (See [Digital Content Protection – Anytime, Anywhere](#), World Vision No. 25).

SVP's objective — enabling consumers of digital entertainment to view what they want, when and where they want, and for as long as they have the rights to view it — is attracting attention across the entertainment industry.

SVP technology is designed to work together with other content protection technologies to extend flexible protection across consumer electronics devices in consumers' homes. Adoption of the SVP specification offers both consumers and content owners maximum flexibility while protecting the interests of all players in the industry. The SVP Alliance endorses SVP technology as a global standard for protecting high quality premium content.

The continued growth of the SVP Alliance membership demonstrates that SVP presents a timely solution to a recognized problem: At the Consumer Electronics Show (CES) in Las Vegas in early January, the SVP Alliance announced a number of new members and associates, including several industry leaders.

Toward an industry-wide standard

The SVP Alliance is a non-profit organization of media and technology industry leaders committed to advancing the secure widespread use of digital content on consumer devices. It promotes the use of SVP technology as a worldwide standard for content protection which is interoperable with conditional access, digital rights management, and other content protection solutions.

SVP Alliance members may vote on financial, legal, and technical matters, and chair working groups, thus influencing the continuing development of the SVP specification. Members may also initiate or second revocation procedures to safeguard SVP integrity. Current members include:

- Broadcom Corporation
- Humax
- LG Electronic
- NDS
- Philips STB
- Samsung Electronics
- STMicroelectronics
- Thomson
- Twentieth Century Fox

SVP Alliance associates may include any interested media and technology industry members who support the objectives of the Alliance. Current Associates include:

- ADB
- Amstrad
- BSkyB
- Caton Overseas
- Conexant
- DIRECTV
- Macrovision
- NEC
- Pace Micro Technology
- TI
- Widevine Technologies

An additional important role filled by the SVP Alliance is ensuring that the standard develops and keeps up with the latest business and technology developments. Alliance members may vote and influence these developments.

Emphasizing fair use, openness

Any player in the digital entertainment marketplace — whether a content owner or distributor, a consumer electronics manufacturer, or a chip manufacturer — who wishes to implement SVP technology must be licensed. Licensing is handled by SVPLA, a licensing authority which follows accepted industry models for formally licensing technology and procedures.

SVPLA is a limited corporation that licenses intellectual property rights and technology required to implement an SVP-compliant product or system from NDS Ltd. SVPLA, in turn, licenses this technology on fair, reasonable and non-discriminatory terms to all eligible and interested parties, including chipset vendors, CE device manufacturers, network operators, content providers, conditional access and digital rights management technology providers.

In addition to licensing the technology, SVPLA accredits laboratories to conduct acquisition point, chip and device compliance testing, operates the root certificate authority, sets rules for determining compliance and robustness, and manages certificate revocation lists if necessary.

The SVP specification is open and available for licensing by any company involved

in digital entertainment. To assist the SVP Alliance in achieving its goal of global awareness and adoption of the SVP standard, SVPLA is committed to maintaining a fair and non-discriminatory licensing procedure.

SVP licensees may become members of the SVP Alliance, which maintains a close advisory relationship with SVPLA. Based on recommendations from the SVP Alliance, SVPLA makes changes to the standard to ensure it keeps up with the latest business and technology developments. Any interested industry representative may become an associate member.

Different functions, common mission

The SVP Alliance and SVPLA work in tandem to promote the success of SVP technology. While the SVP Alliance promotes the adoption of the SVP standard, SVPLA helps implement it by enabling consumer electronics manufacturers to integrate SVP technology easily and cost effectively into a wide range of products.

For more information about SVP technology, membership in the SVP Alliance, and licensing, visit the SVP Alliance website at www.svpalliance.org