



## NEWS RELEASE

For Immediate Release

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### **MPEG LA's AVC License Will Not Charge Royalties for Internet Video that is Free to End Users through Life of License**

(DENVER, CO, US – 26 August 2010) – MPEG LA announced today that its AVC Patent Portfolio License will continue not to charge royalties for Internet Video that is free to end users (known as “Internet Broadcast AVC Video”) during the entire life of this License. MPEG LA previously announced it would not charge royalties for such video through December 31, 2015 (see <http://www.mpegla.com/Lists/MPEG%20LA%20News%20List/Attachments/226/n-10-02-02.pdf>), and today's announcement makes clear that royalties will continue not to be charged for such video beyond that time. Products and services other than Internet Broadcast AVC Video continue to be royalty-bearing.

MPEG LA's AVC Patent Portfolio License provides access to essential patent rights for the AVC/H.264 (MPEG-4 Part 10) digital video coding standard. In addition to Internet Broadcast AVC Video, MPEG LA's AVC Patent Portfolio License provides coverage for devices that decode and encode AVC video, AVC video sold to end users for a fee on a title or subscription basis and free television video services. AVC video is used in set-top boxes, media player and other personal computer software, mobile devices including telephones and mobile television receivers, Blu-ray Disc™ players and recorders, Blu-ray video optical discs, game machines, personal media player devices and still and video cameras.

For more information about MPEG LA's AVC License or to request a copy of the License, please visit <http://www.mpegla.com/main/programs/AVC/Pages/Intro.aspx>.

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## **MPEG LA, LLC**

MPEG LA is the world leader in alternative technology licenses, enabling users to acquire worldwide patent rights necessary for a technology standard or platform from multiple patent owners in a single transaction as an alternative to negotiating individual licenses. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. By balancing patent users' interest in reasonable access with patent owners' interest in reasonable return, MPEG LA creates the opportunity for adoption of new technologies and fuels innovation. MPEG LA's initial licensing program for MPEG-2 digital video compression helped produce the most widely employed standard in consumer electronics history, and the MPEG LA® Licensing Model has become the template for addressing other technologies. Today MPEG LA manages licensing programs consisting of essential patents in 70 countries. For more information, please refer to <http://www.mpegla.com>.