Name: Michael Bierman

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: Gladiator, The Bourne Identity (Universal), Lilo and Stitch, American Pie 2, Ice Age , Shawshank Redemption, Monsters, Inc., Toy Story, The Red Violin, The Sixth Sense, and many others

I don't buy DVD's but I rent them through NetFlix.com. I prefer the high quality image and additional movie material that a DVD often provides. But there has been a disturbing trend I have been seeing in the last part of 2002 and early 2003. More movies are not allowing me to skip over the movie trailers and even commercials which are located in front of the movie. This is sooo wrong. Why should I pay to see this advertising when I have already paid to rent the film? Am I forced to read every ad in the newspaper or magazine?