

Name: Steve Wickert

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: DVD: "Rudolph the Red-Nosed Reindeer" (1964)

I was thrilled to find the DVD version of this treasured childhood classic. However, I was deeply dismayed upon discovering that the DVD begins with an advertisement for Pillsbury holiday cookies, and that the controls have been locked out so that the viewer cannot skip or fast-forward through the ad. I purchased this DVD in order to preserve a favorite Christmas memory, and I find it offensive that this version should be desecrated by an intrusive advertisement that cannot be skipped. I sincerely hope that compulsory intrusive ads that hold me hostage, and lock out the controls on my own DVD player, for DVDs that I have purchased, were not the original intent of the DMCA.