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Class of works: Non-U.S. DVD's that won't play in a U.S. player

Summary:

I have worked in the electronics retail industry for several years now. Over this time I have had many Indian (from India not Native American) customers who have had major problems with their DVD players because of regional encoding. These customers were upset, and often angry because the DVDs they bought in India could not be played on US DVD players.

The Indian movie industry is the largest in the world in terms of the quantity of movies produced, and many of the movies are extremely popular with Indians living in the US. Many people import DVDs from India, or purchase them on trips there. These people, like the majority of people, are unaware of the existence of regional encoding, and are understandably upset when their DVDs do not work in their DVD players. This is often seen as a defect in the player, and many customers have returned their players because of this. Unfortunately I have to explain to these customers that no DVD players sold in the US will be able to play their legitimately purchased movies. In an effort to help these people, I have instructed many of them how to get around regional encoding using their PCs, which, according to the DMCA, is illegal. People should not have to resort to breaking the law (even if it is an unjust one) to view their legitimately purchased movies. Looking at it from a purely economic standpoint, it seems that the potential for a global market in DVDs far outweighs any potential losses from fraud. So why keep regional encoding?