

# Hawkeye End-of-Life FAQs



After December 31, 2007, the Hawkeye service will be discontinued and cannot be used by customers.

#### **When does the EOL date take effect?**

Macrovision is announcing the End-of-Life (EOL) for Hawkeye on November 30, 2007. The last date of use will be December 31, 2007, after which, Macrovision will discontinue the service.

#### **How does it affect my contract?**

You would have been contacted by your Account Manager regarding a 30-day notification of discontinuing the service. For existing titles under protection, Macrovision will plan to operate the service for these titles until the EOL date.

#### **What is the impact on my content that is currently being protected by Hawkeye?**

There is no planned impact to the service. Macrovision is taking steps to retain the resources that are required to support and manage this service on the various P2P networks.

#### **What alternatives are Macrovision offering for this service?**

At this time, we are not providing an alternative service option for Hawkeye.

#### **Why is Macrovision making this move?**

The P2P anti-piracy market opportunity is not substantial enough to justify our continued investments. Although Hawkeye has a solid market presence, intensive operational and infrastructure resources are required to sustain the service.

#### **Will I get a written notification of this announcement?**

Yes, all customers will be notified both by email as well as through formal written correspondence. Who do I contact with questions?

For any specific questions related to the End-of-Life program, please contact your Macrovision Account Manager. You can also contact us by phone at 1-800-809-5659 or via the contact form.

#### **Where can I get additional information on the EOL program?**

Additional information on the Hawkeye End-of-Life program can be found on the Macrovision End-of-Life Web page.

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