

USAGE BASED PRICING REVOLUTIONISING SOFTWARE COSTS

Submitted by: Macrovision UK Ltd

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London, England, March 2, 2004 – Pay as you go billing is the future for the supply of software according to Macrovision, the market leader in electronic licensing, copy protection and digital rights management. Launching its new FLEXnet Publisher suite of products, Macrovision is keen also to draw attention to customers already using this flexible form of billing.

Usage based pricing offers benefits for all parties – users can access the most up to date software without a huge up front cost, and the ability to track usage accurately to individual terminals allows corporate customers to assign software costs to individual departments or projects. Software vendors have a persuasive selling message as various pricing structures can be designed to suit the specific business needs of the customer. Vendors do not incur additional development costs as the FLEXnet technology can be applied to software packages as a post development wrapper.

Launching publicly in February, the usage based billing module is already in use by some of Macrovision's largest customers, including engineering software supplier Aveva Engineering IT, whose Commercial Manager Gary Dransfield is "certain this is the way the market wants to move."

The Utility Pricing Module is just one component of FLEXnet Publisher, which also includes modules offering the most effective and flexible security, licensing and asset management. Given the rising costs of software for users, and the rampant piracy and unlicensed use affecting the income streams for developers, there has never been a greater need for effective security and innovative and dynamic billing systems.

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Notes to Editors:

Further information on all FLEXnet Publisher modules is available from Anna Hern at CIB Public Relations on 01372 371899 (annah@cibcommunications.co.uk) and telephone or face to face interviews may be organised with Paul Cooper, EMEA General Manager, Software Technologies Group and Gary Dransfield of Aveva Engineering IT.

About Macrovision

Macrovision Corporation (Nasdaq:MVSN) is the market leader in electronic licensing, copy protection and digital rights management ("DRM") technologies. The company sells more software-based licensing solutions than all its competitors combined according to estimates and IDC has identified Macrovision as the clear market leader. Macrovision FLEXnet™, the world's first universal licensing platform, enables customers to easily price, package and protect their software. More than 3000 software publishers have shipped FLEXenabled software, and hundreds of Fortune 1000 companies use Macrovision technologies to better manage their software licenses. The company holds over 700 software licensing and DRM patents worldwide and has been ranked by Business 2.0 as one of the top 100 Tech Companies for two consecutive years. Headquartered in Santa Clara, California, Macrovision has international offices in London, Frankfurt, Tel Aviv, Tokyo, Taipei, Hong Kong and Seoul. More information about Macrovision can be found at www.macrovision.com.

This press release may contain "forward-looking" statements as that term is defined in the Private Securities Litigation Reform Act of 1995. A number of factors could cause Macrovision's actual results to differ from anticipated results expressed in such forward-looking statements. Such factors are addressed in Macrovision's filings with the Securities and Exchange Commission (available at www.sec.gov). Macrovision assumes no obligation to update any forward-looking statements.

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