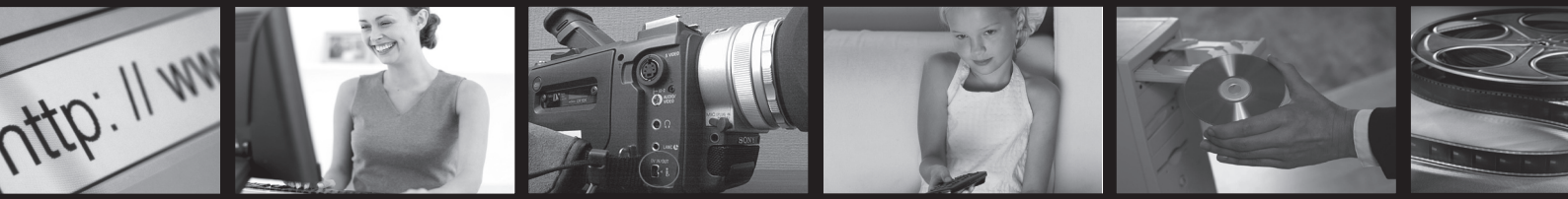


# piracy:thefacts

**COPYRIGHT OR  
COPYWRONG**



## **threat**

The jobs of close to 50,000 Australians employed by the film and television industries could be threatened by piracy.

Piracy is the illegal accessing, screening, copying, distribution and selling of copyright protected material such as movies and TV shows.

Copyright law is designed to protect the interests of people involved in every stage of a TV program or movie's creation, production, sale and showing.

Australian film and television has done much to celebrate and promote Australian culture and identity. Supporting the industry by respecting copyright will help ensure this continues.

## **big problem**

An estimated one in four Australians have encountered or participated in some form of film and TV piracy.

In 2005, for example:

- 47 million illegal DVDs were in circulation in Australia. That's almost equal to the 52 million legitimate DVDs sold, and
- there were an estimated 11 million illegal downloads of movies.

## **real costs**

Film and TV piracy rips more than \$230 million out of the Australian economy each year. That's almost the same amount as was invested in the production of local drama in 2005.

Of the \$230 million, internet piracy results in the biggest annual revenue loss; around \$92 million in 2005.

Illegal DVDs are next, removing \$82 million from the economy.

2005 also saw:

- cinemas and film distributors lose \$65 million
- home entertainment retail lose \$107 million, and
- the rental sector miss out on \$61 million.

## **the losers**

There aren't any real winners when it comes to piracy.

Buying a cheap, pirated DVD might seem like a bargain.

Accessing an unauthorised download might seem ok too just because the technology allows it. But both activities lead to big losses across the community.

It's not only the jobs of industry specialists such as writers, producers, actors, camera operators, editors, costume designers and lighting technicians that are threatened by piracy, it's also the jobs of people like electricians, ticket sellers, musicians, video shop staff, delivery drivers, carpenters, caterers and machinists who also play vital roles.

Investors can be less likely to put their money or producers, their expertise into projects that can lose potential earnings to piracy. This can lead to less choice for the consumer: fewer new movies, fewer new TV shows, fewer new documentaries.

Pirated TV shows and movies can be of inferior and unreliable quality too, with only some of the features of authorised broadcasts, recordings, downloads and screenings.

If audiences are lost to pirated product, cinemas, rental and retail shops can be forced to reduce session times, opening hours and staff numbers. Prices can rise.

People who infringe copyright or help others to do so can be subject to both civil action and criminal proceedings. On-the-spot fines are \$1,320 while additional penalties can be as high as \$60,500 and up to five years in prison.

## **organised crime**

Links between organised crime gangs and film and TV piracy in Australia were first uncovered during a raid in Sydney in 2002.

More than 90% of police raids in Australia find illegal pornographic and other banned films alongside mainstream releases. More than 80% of DVDs seized are manufactured in suburban operations.

## **what's being done?**

Convictions for copyright theft almost doubled in 2005. In the

12 months between October 2007 and October 2008, police raids seized 1 million illegal DVDs.

According to the federal Attorney-General's Department; "Stricter measures need to be taken against pirates who steal for profit or cause significant losses by distributing other people's property." As such, new copyright laws were introduced in October 2006.

AFACT, the Australian Federation Against Copyright Theft, is working closely with industry, government, police and customs authorities with the aim of ensuring jobs are safe, creativity and investment flourishes and audiences continue to enjoy choice.

AFACT supports campaigns that also assist in increasing awareness about copyright theft amongst educators, film and TV industry workers, and the wider community.

Anonymous tip-offs about suspected piracy activities can be reported by logging onto [www.afact.org.au](http://www.afact.org.au), calling AFACT's free hotline on 1800 251 996 or telephoning Crimestoppers on 1800 333 000.

#### for more information

- Australian Copyright Council [www.copyright.org.au](http://www.copyright.org.au)
- AFACT, the Australian Federation Against Copyright Theft [www.afact.com.au](http://www.afact.com.au)
- Attorney-General's Department [www.ag.gov.au/copyright](http://www.ag.gov.au/copyright)
- Australasian Legal Information Institute [www.austlii.edu.au](http://www.austlii.edu.au)
- ComLaw, the Commonwealth of Australia Law [www.comlaw.gov.au](http://www.comlaw.gov.au)
- Screenrights [www.screenrights.org](http://www.screenrights.org)

#### what you can do to help protect the film and TV industry in Australia

- follow the copyright/copywrong guidelines
- report film and TV piracy at [www.afact.com.au](http://www.afact.com.au) or freecall 1800 251 996, or
- call Crimestoppers on 1800 333 000.

#### australian federation against copyright theft

AFACT, the Australian Federation Against Copyright Theft is established to protect the film and television industry, retailers and movie fans from the adverse impact of copyright theft in Australia.

This information is subject to change without notice and exceptions do apply. It is not intended as a substitute for professional advice.