

COPYRIGHT OR COPYWRONG

Online Piracy - Threats & Possible Solutions For Content
Providers & ISPs
Copyright Society Seminar

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Copyright Compliance

- Australia's copyright industries are the 3rd largest contributors of GDP in the world, second only to the US and the UK



- Choice for every Australian
- Choice that will affect our future
- Needs to be an educated choice
- Digital technology facilitates actions and choices that may result in criminal and civil liability

We share the same goal - happy customers

- Copyright or Copywrong is a choice for all parties
- Brings with it a corresponding responsibility to manage risks
- Today we meet to explore the best pathway forward that meets the needs of all stakeholders and achieves a shared goal - happy customers
 - ISPs achieve best possible outcomes with content providers
 - Content providers distribute online securely
 - Consumers enjoy freedom of choice and a protected online experience

Copyright Theft in Australia

What is the extent of the problem?

Recent research studies

LEK Consulting Quantitative Study

- An independent study by LEK Consulting found movie piracy losses alone in Australia in 2005 were \$233 million - nearly half of the \$536 million film and television drama industry
- 23% of Australians aged 10+ were involved in piracy, mostly 16 – 24 year olds
- % Loss in Australia has nearly tripled between 2000 & 2006 to 11%

Bergent Qualitative Study

A study funded by the IP Awareness Trust in November 2005 by Bergent Marketing Intelligence

12 focus groups conducted by Bergent [108 active 'pirates' aged 16 – 45 broad socioeconomic demographic]

Found

- 31% of pirates are downloading
- 86% of pirates tested had seen a film *before* its cinema release
- 59% of those *did not* then see the film at the cinema

AFACT Strategic Framework

Engagement + Education + Enforcement
= Copyright Compliance

AFACT - Key Strategies for Content Protection

Focus on:

- both education and enforcement
- robust, flexible and legally enforced TPM and DRM

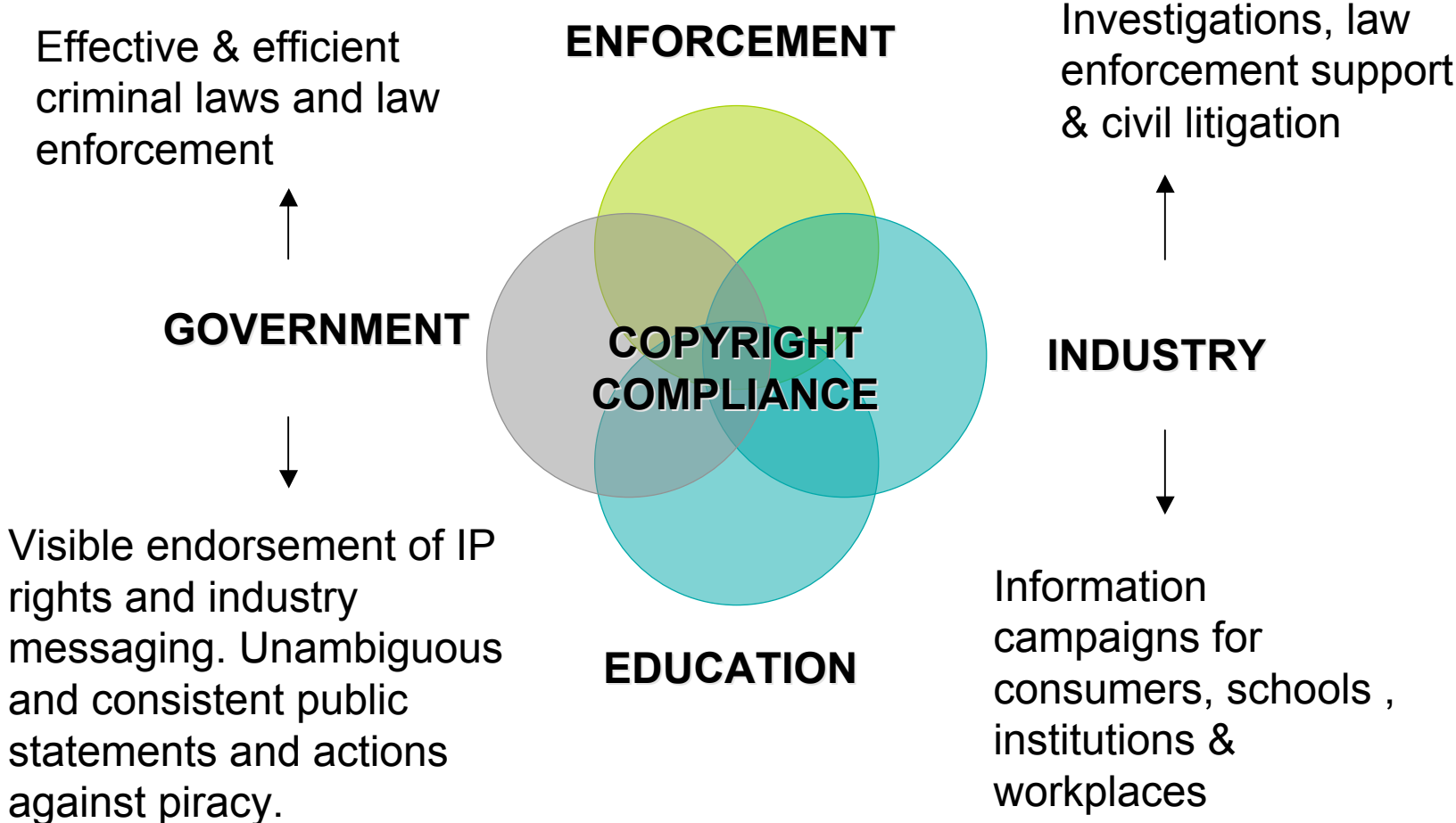
Involve:

- partnerships between Government and Industry

And action to:

- use content to drive new business models and technology
- encourage and protect those who license content, by enforcing the law against those who do not
- support ISPs, industry, government, educational institutions and workplaces to promote compliance with IP

Building Strategic Partnerships



Partnerships with ISPs and Content Providers

- ISPs and Content Providers are key to success against online content piracy
- Pre-existing strong alignment between aims of AFACT and needs of ISPs
- Co-operation will deliver powerful results against piracy and will benefit ISPs, content owners and broadband users.

Sharing Knowledge & Expertise

Michael Williams - Lawyer, Gilbert & Tobin:

- Current downloading activity by internet pirates
- The legal framework and response to internet piracy and case studies

Daniel Seymour - Internet Investigations Manager,
Worldwide Anti-Piracy Operations for the Motion Picture
Association of America:

- The source and distribution of pirated content online
- How successful partnerships with ISPs bring workable solutions