

Screenrights is a non-profit company which administers copyright licences in Australia and New Zealand and collects similar royalties from Europe and North America for its 2,600 members from 54 countries.

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## Feature: Piracy – how it affects your industry

Do you know the impact of piracy on the film industry? Take this quick quiz and find out more – and then read on to find out how the Australian Federation Against Copyright Theft (AFACT) and the IP Awareness Trust are tackling this issue.

### Piracy: a quick quiz

1. *How much revenue did the Australian film and TV industry lose to movie piracy in 2005?*

- A. 10 million
- B. 100 million
- C. 233 million

2. *How many people are employed in the film and television industry, including those employed in cinemas and DVD stores, in Australia?*

- A. 20,000
- B. 50,000
- C. 130,000

3. *How many times did Australians download illegal movies they should have paid for in 2005?*

- A. 100,000
- B. 2.5 million
- C. 11 million

4. *In 2005, over 52 million legitimate DVDs were sold in Australia. How many illegal DVDs were in circulation?*

- A. 3.5 million
- B. 36 million
- C. 47 million

5. *What was the loss to internet piracy in 2005?*

- A. 25 million
- B. 46 million
- C. 92 million

6. *How much revenue was lost in Australia from the selling of pirated DVDs in 2005?*

- A. 14 million
- B. 69 million
- C. 82 million

7. *On-the-spot fines for piracy are?*

- A. \$75
- B. \$150
- C. \$1,320

8. *What are the highest fines per offence?*

- A. \$6,000
- B. \$12,500
- C. \$60,500

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9. *What is the longest jail term for one offence?*

- A. 2 years
- B. 5 years
- C. 12 years

10. *How often do police find pornographic material on piracy raids?*

- A. 3%
- B. 50%
- C. 90%

*How did you score? Answers are at the bottom of this article*

### **Adrienne Pecotic from AFACT discusses how the industry is tackling piracy.**

In her four years at AFACT, Executive Director Adrienne Pecotic has seen “real changes” in the attitudes of people that AFACT has had contact with on the subject of film piracy.

“Our research in 2005 showed that piracy was effectively not even on the radar,” she said. “While industry members see piracy as a big problem, most Australians found piracy about as problematic as jaywalking – they had the attitude that it hurts no-one. Of the ‘pirates’ we tested, 92% understood piracy was a crime but the majority regard it as a victimless crime – they are not aware of the harm caused by piracy.”

Adrienne believes this attitude was partly due to the fact that industry, schools, the police and government had a lot more to do before people understood that piracy is not appropriate behaviour.

“But there are now many people in all those areas who are aware of the problem and the damage being caused, and who are making real efforts to make a difference and reverse the damaging trend in the uptake of pirate films,” she said.

She also believes there are mixed messages for consumers around what is legal, and what is not, regarding copyright theft.

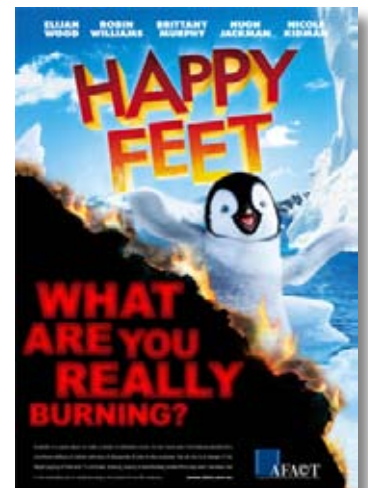
“This is greatly compounded by the many new technological devices available that facilitate unauthorised copying and distribution of copyright works.”

Finally, there is little or no personal risk associated with film piracy.

“The current penalties handed down by courts don’t act as a deterrent, and consumers are not deterred from supporting the crime,” she said. “Many justify their behaviour on the mistaken belief that everyone in the film industry is so rich that their actions are irrelevant.”

“I am very optimistic that with access to information and education people’s attitudes will change,” Adrienne said.

AFACT is travelling two roads in the anti-piracy fight – one is measured and appropriate implementation and enforcement of copyright laws, the other is educating the general public in the importance of copyright protection.



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"Fortunately the film and television industry has enormous access to the viewing public and therefore an opportunity to respectfully use that space to raise public awareness of the damaging consequences of film piracy," Adrienne said. "We need government and educators to join their voices with ours to endorse this message and help Australians transition safely and legally the information and communication age – after all creative copyright industries will be the future careers for many Australians. Copyright industries in Australia now contribute almost as much as mining to our GDP. "

Adrienne said it's important to avoid extreme statements of any kind and stick to proven facts and consequences.

"Australians will need rational reasons to believe and understand that piracy is wrong because it hurts fellow Australians and ultimately affects the choice of film and TV shows that will be made for them to watch and enjoy."

AFACT's communication campaign comprises two main parts - consumer awareness and education in schools. The consumer campaign was launched by Dr George Miller in August 2007 and calls on the public to consider consequences of piracy with the key message: **"What are you really burning?"**, when you buy, burn or download a pirated film or TV show.

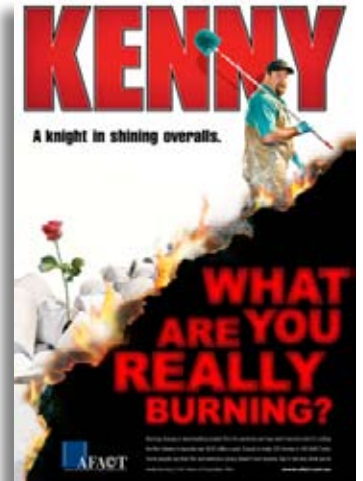
In addition to this, AFACT and the IP Awareness Trust have partnered with the National Copyright Unit of the Copyright Advisory Group of Australian Schools and TAFES to develop a copyright awareness program for school children which is expected to be launched into schools early next year. Screenrights also provided input for this aspect of the campaign.

"It is only by teaching children the value of creative copyright works and the right way to navigate the digital world that we can hope to give them a respect for the rules that allow the creation of the films they love, and prevent them from burning, buying or downloading pirate films and TV shows in the future," Adrienne said.

More information about AFACT and the anti-piracy campaign can be found at: [www.afact.org.au](http://www.afact.org.au)

#### Answers to the quiz

1C, 2B, 3C, 4C, 5C, 6C, 7C, 8C, 9B, 10C



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## Jill Bryant re-elected as Chair of Screenrights

Screenrights is delighted to announce the re-election of Jill Bryant as Chair of Screenrights.

Jill, who is CEO and Co-Producer, Walking with Dinosaurs – The Live Experience, was formerly the Marketing Director, Asia-Pacific, BBC Worldwide Limited. She has brought considerable marketing expertise to the organisation since she became a Director in 2003.

The meeting of the Board of Directors held in Sydney on November 21 also re-elected Jack Ford as Deputy Chairman. Jack is Managing Director Sony Pictures Television Pty Ltd. He has been a Screenrights Director since 1997 and is also Director Premium Movie Partnership, TV1 and Chairman of the Sydney Children's Hospital Foundation.

A full list of Screenrights' Directors can be found at [www.screenrights.org](http://www.screenrights.org)

## JamTV wins top NZ Award

Congratulations to Screenrights' members Melanie Rakena and Jane Andrews from Jam TV for winning the SPADA Independent Producer of the Year award.

Melanie and Jane set up JamTV four years ago in order to produce interesting and innovative programs "their way".

The company's flagship television production, **Intrepid Journeys** explores high-energy adventure travel around the world with a focus on extreme and unusual experiences in places such as Burma, Borneo and Bolivia.

The team travel with no research or pre-prepared shoot schedule and trust they will track down the best experiences on the ground. Having enjoyed success with this approach out in the big wide world, Jam TV decided to attempt a new reality series on home turf in New Zealand, once again exploring places not necessarily on the tourist trail.

The result involved following broadcaster and talk-back host Marcus Lush on an odyssey around New Zealand, in fair weather and foul, discovering what he found compelling along the way. The series was to be one of the standout television hits of the year.

The Independent Producer of the Year Award was presented at this year's SPADA conference. Screenrights was one of the sponsors of the conference. To find out more about JamTV, visit [www.jamtv.co.nz](http://www.jamtv.co.nz)

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## Support for next generation filmmakers

Screenrights, through EnhanceTV, is delighted to sponsor Trop Jr, the world's largest short film festival for kids by kids.

As an Industry Partner, Screenrights will use its extensive partnerships with Australian schools to encourage all young filmmakers to grab a camera and start shooting.

Trop Jr is created by the same people who put together Sony Tropfest, and is open to children aged 15 years and younger, with eight finalists to premier their films to a live audience in Sydney's Domain, on Sunday 17 February before Sony Tropfest 2008.

Tropfest Founder and Festival Director John Polson said: "Tropfest has always been about encouraging aspiring filmmakers of all ages and backgrounds to make films. Trop Jr will be a fun, accessible and positive platform for kids to show their work, and it will introduce audiences to the next generation of Australian filmmaking talent.

Screenrights Chief Executive Simon Lake said: "We love the energy and possibilities of Trop Jr and thrilled to be working together with them. Screenrights hopes to be able to showcase the finalists on the EnhanceTV website."

For more information, visit: [www.tropjr.com](http://www.tropjr.com)

## Code of Conduct Compliance Report

The Report of the review of copyright collecting societies' compliance with their Code of Conduct for the year 1 July 2006 to 30 June 2007 has been released, with the report stating that there had been good compliance generally with the Code.

The report is made by J. C. S. Burchett QC, as Code Reviewer carrying out an independent review of compliance with the Code adopted by the societies in 2002. This is the fourth annual report made by the Code Reviewer. A copy of the [Code of Conduct Report](#) and the [Appendix](#) can be accessed here.

## Submissions for review of Code

Members of the copyright collecting societies, their licensees and the general public can make oral submissions to the Code Reviewer as part of the triennial review of the Code at a meeting to be held on 4 February 2008. The meeting will be at the offices of APRA, 6-12 Atchison Street, St Leonards, NSW, between 9.30am and 4pm. If you wish to make such a submission, you must notify the Code Reviewer and submit an outline of the submission to: The Code Reviewer, Suite 704, 4 Young Street, Neutral Bay, NSW 2089.

Written submissions on the operation of the Code or any amendments to improve its operation can also be made to the above address on or before 29 February 2008. A copy of the Notice calling for submissions to the review can be accessed [here](#).

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## New ISAN registration agencies

New registration agencies for ISAN, the most effective way to identify audiovisual content in a digital global environment, have opened in Canada and in Iran.

ISAN – the International Standard Audiovisual Number – is a unique digital identifier that remains constant, regardless of the form of the work and the territory in which it is distributed.

Filmmakers in Australia have been able to purchase ISANs through ISAN Australasia – [www.australasia-isan.org](http://www.australasia-isan.org) – since 2005. With the potential to improve efficiencies in data management and in combating piracy, ISANs have been taken up by State and Federal funding agencies and independent production companies, with the digital identifier already appearing on credit rolls for recent productions.

## TV Futures

Want to find out more about television and its digital future? **TV Futures: Digital Television Policy in Australia** is a new book taking an interdisciplinary approach to issues such as platforms and audience, copyright law and media regulation.

The book, which is edited by Andrew Kenyon and published by Melbourne University Press offers accessible analyses for readers from across the fields of law, media studies and cultural studies.

Contributors include: Jason Bosland, Kathy Bowrey, David Brennan, Tim Dwyer, Jock Given, Gerard Goggin, Elizabeth Handsley, Lesley Hitchens, Ellie Rennie, Teresa Rizzo, Julian Thomas, Rodney Tiffin, Kimberlee Weatherall, Robin Wright and Melissa de Zwart.

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