

## **Australian industry leaders stand in support of AFP anti-piracy measures**

*Microsoft, Business Software Alliance of Australia, Music Industry Piracy Investigations and the Australian Federation Against Copyright Theft join in unison to call for a stop to intellectual property infringement*

**Sydney, Australia – 14 September 2010** – Today, representatives from four major Australian organisations stood shoulder to shoulder in support of the Australian Federal Police’s (AFP) co-ordinated action against large scale counterfeit products in Australia. Individuals from Microsoft, the Business Software Alliance (BSA), Music Industry Piracy Investigations (MIPI) and the Australian Federation Against Copyright Theft (AFACT) attended a press conference today organised by the AFP to support the AFP’s National Enforcement Day, designed to tackle the issue of intellectual property theft.

The organisations all congratulated the AFP’s co-ordinated cross-industry actions to combat the criminal elements involved in large scale counterfeit products and spoke with one voice to support the continued fight against intellectual property infringement.

“High-quality counterfeit software is an increasingly sophisticated form of software piracy that is difficult to detect, which affects the bottom line of thousands of legitimate businesses across Australia and endangers consumers’ and business’ computers through potential malware or virus infection,” said Vanessa Hutley, Director, Intellectual Property, Microsoft Australia. “Consumer awareness, collaboration across industries and law enforcement bodies like the AFP are the most effective ways to tackle this issue and Microsoft applauds the AFP’s most recent efforts.”

“Music piracy undermines the ability of Australia’s artists and songwriters to get rewarded for their hard work and devalues their creativity,” commented Sabiene Heindl, General Manager, Music Industry Piracy Investigations (MIPI). “We wholeheartedly support the AFP’s push to protect the opportunities for Australia’s home-grown talent by putting a stop to copyright theft.”

“We commend the work of the Australian Federal Police for their focus on movie piracy and other intellectual property crimes,” said Neil Gane, Executive Director, Australian Federation Against Copyright

Theft (AFACT). "Movie piracy is not a victimless crime. It is vital that genuine businesses in our community, such as local cinemas and DVD stores – who provide jobs, pay taxes, and make available great entertainment – are given a fair go and should not have to compete with theft."

Clayton Noble, co-chair, BSA Australia Committee added, "The AFP's National Enforcement Day is an essential step for protecting the growth, talent and innovation in Australia's software industry, along with the film and music industries. The impact of piracy costs the Australian software industry hundreds of millions of dollars each year and when combined with our fellow industries' suffering, the impact is even greater."

The AFP held their press conference at AFP Sydney Office, 110 Goulburn St, Sydney on 14th September 2010, details and press release are found here <http://www.afp.gov.au/media-centre.asp>.

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**About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

**About BSA**

The Business Software Alliance Australia ([www.bsa.org](http://www.bsa.org)) is the foremost organisation dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. BSA members include Adobe, Agilent Technologies, Altium, Apple, Aquafold, ARM, Arphic Technology, Autodesk, Autoform, AVEVA, Bentley Systems, CNC/Mastercam, Corel, DassaultSystèmesSolidWorks Corporation, Embarcadero, Frontline PCB Solutions - An Orbotech Valor Company, Layton Technology, Microsoft, Minitab, NedGraphics, Parametric Technology Corporation, Progress, Quest Software, Scalable Software, Siemens, Sybase, Symantec, Tekla, and The MathWorks.

**About MIPI**

Music Industry Piracy Investigations Pty Ltd ([www.mipi.com.au](http://www.mipi.com.au)) is the anti-piracy organisation for the Australian music industry. MIPI represents close to 125 music labels through their association, ARIA and over 1,700 music publishers and songwriters through their association, AMCOS. MIPI operates a toll-free piracy hotline on 1800 06 16 16 and a report piracy form that can be accessed at [www.mipi.com.au/report\\_piracy/report.htm](http://www.mipi.com.au/report_piracy/report.htm).

**About AFACT**

AFACT works closely with industry, government, police and educational institutions to address copyright theft and protect the interests of the film and television industry as well as the interests of Australian movie fans. Australia's copyright industries are the 3rd largest contributors as a percentage of GDP in the world, second only to the US and UK. In 2006/07 they contributed 10.3% GDP to Australia's economy [up 66% since 1996], represented 8% of our employment and generated 4.1% of total exports. The film and TV industry in Australia alone contributed \$4.4 billion to GDP and supports 50,000 jobs, including small businesses under threat from movie and TV piracy, and independent cinemas, video rental stores and film and television producers across the country. In 2007, the film and TV sector contributed an estimated \$1.8 billion in tax to the Australian Government. In 2009, State and Federal Police conducted 69 raids involving movie piracy and seized 194,233 pirated DVDs. They also seized 749 burners capable of producing over 18 million pirated DVDs a year with a potential street value of over \$94 million.