

**MEDIA RELEASE**

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## **Australia participates in global music download education campaign for parents and teachers**

SYDNEY – Explaining the do's and don'ts of music downloading will be easier for parents and teachers with today's launch of *Young People, Music and the Internet*, a multi-language, international education campaign.

The new guide, published with the support of Childnet International (a children's internet charity), Pro-Music (the international alliance of music sector groups) and Music Industry Piracy Investigations (the anti piracy organisation for the Australian music industry, **MIPI**) in Australia, will be distributed through schools and universities, libraries, record stores, teaching portals and websites in 21 countries.

The simple and concise guide aims to help young people use the Internet and mobile phones safely and legally download music. It comes as millions of people take advantage of the explosion of new ways of accessing music digitally, but still lack clarity on safety and legal issues, on finding legitimate sites, on the basics of copyright and on how to unpick the jargon of digital music.

"In Australia, over 2.8 million people download music illegally and 1 in 3 young people", said Sabiene Heindl, General Manager of MIPI. "For parents and teachers who are in the dark when it comes to deciphering legal and illegal music sites, this campaign is a great way to provide them with some clear guidance on the key issues."

### **The *Young People, Music and the Internet* guide:**

- Explains how to download music without exposing the computer to viruses and other security risks;
- Identifies legal sources of music;
- Clarifies the basics of copyright and its relevance to online music;
- Gives tips for young people on the basic do's and don'ts; and
- Deciphers the jargon surrounding online music.

Singer Ronan Keating is backing the new campaign in the UK and says, "I am a father of three young kids who are all very interested in music and computers, they are forever asking to use the computer to download their favourite songs. There is a constant worry about the security of the internet with children. This new guide helps adults and children to use the internet safely and securely. The internet is a fantastic tool for us all to enjoy."

Countries that will launch the new leaflet in the coming months include Argentina, Australia, Austria, Croatia, France, Germany, Greece, Hong Kong, Ireland, Mexico, the Netherlands, New Zealand, Singapore, Slovenia, South Africa, Spain, Sweden, Taiwan, Thailand and the USA.

The Australian edition of the guide is available on MIPI's web site [www.mipi.com.au](http://www.mipi.com.au)

### **For interviews with Sabiene Heindl, MIPI contact:**

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***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).

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