

## **MEDIA RELEASE**

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### **Consumers beware of fakes - Victorian marketeer busted**

The Victorian Police this weekend successfully raided markets in Dandenong, 30 kilometres outside of Melbourne's CBD. The raid netted more than 1,000 allegedly pirate music CDs and over 300 bootleg concert DVDs from one stallholder alone. The male trader was allegedly selling a range of burnt Top 40 and popular music CDs and DVDs to unsuspecting market goers at the Dandenong market.

The seized CDs included music by Rihanna, Usher and Chris Brown, and music DVDs including live concert footage, videos and documentaries of artists such as the Black Eyed Peas, Justin Timberlake and Akon.

The raid follows similar actions at markets in Flemington, Bankstown, Bathurst and Campbelltown over the last 12 months. In February 2007, a market seller was convicted of 11 criminal copyright offences and fined a total of \$22,000 for selling pirate music CDs and DVDs at Flemington Markets in Sydney.

Sabiene Heindl, General Manager of MIPI said "Consumers need to beware of fakes. Poor quality packaging and CD-R/DVD-R discs are good indicators that the music has not been legitimately manufactured. Not only does this rip off consumers who purchase inferior product but it also undermines the ability of musicians to make their music in the future."

#### **How to spot a fake:**

- Poor quality printing on the disc or packaging;
- Unusual packaging, for example CDs being sold in plastic slicks;
- Incorrect spelling on disc or packaging;
- More than one artist's full album on a disc;
- The disc is a CD-R or DVD-R.

To download an easy guide to *Spotting Pirate Product* visit: <http://www.mipi.com.au/documents/identifying-pirate-cd-dvd-english.pdf>.

MIPI encourages consumers who believe they may have purchased pirate music from markets or other locations to come forward by calling **1800 06 16 16** or visiting MIPI's web site at [www.mipi.com.au](http://www.mipi.com.au). MIPI also routinely writes to markets across Australia to educate organisers on ensuring their vendors follow copyright laws and sell only legitimately produced music product.

Criminal penalties for copyright infringement are up to \$60,500 and five years imprisonment per offence for individuals, and up to \$302,500 for corporations. Police can also issue on-the-spot fines of \$1320.

#### **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.