



MEDIA RELEASE

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POLICE RAID 'TRASH & TREASURE' PIRATES

Pirate music, movies, video games and counterfeit products seized from popular Sydney market in continuing crackdown on rogue traders.

SYDNEY – NSW Police, assisted by investigators from the Australian Federation Against Copyright Theft (**AFACT**), Music Industry Piracy Investigations (**MIPI**), Trade Mark Investigation Services (**TMIS**) and the Interactive Entertainment Association of Australia (**IEAA**) raided the Preston 'Trash & Treasure Market' in southwest Sydney today.

The police haul included thousands pirate movies, music and video games together with boxes of counterfeit products and allegedly stolen property.

The successful raid follows active surveillance of targeted markets around Australia by police and industry investigators. On 9 November 2008, Victoria Police seized more than 10,000 pirate movies, music and video games and arrested two men in the crackdown on pirate and counterfeit goods at Victoria's largest market Caribbean Gardens and Markets. Police also seized a quantity of cash.

AFACT's Director of Operations Neil Gane said: "This is a significant raid conducted by the NSW Police and reinforces the key message that the authorities will not tolerate such criminal activity. DVD piracy is not a victimless crime. These traders are ripping off the hard work of others for maximum profit, and illegal operations such as these put at risk the legitimate community businesses such as local cinemas and DVD stores. Kudos to the NSW Police for this successful operation."

"As more Australians head to markets looking for good deals this Christmas, they need to be wary of 'too good to be true' offers on dodgy CDs and other entertainment products to avoid being taken for a ride," said Dean Mitchell, Investigations Manager of MIPI. "If a CD has an excessive number of tracks, spelling mistakes, distorted graphics, or has a blue, green or gold CD backing – there's a good chance you are getting duped by a counterfeiter."

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

To help police identify and shut down movie and music piracy operations, members of the public are invited to report suspected piracy to Crime Stoppers on 1800 333 000. For help in identifying pirated discs, the public can view or download the relevant consumer guides from www.afact.com.au and www.mipi.com.au.



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For interviews with Dean Mitchell, MIPI, contact:

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About AFACT

AFACT acts on behalf of the 50,000 Australians directly impacted by copyright theft including independent cinemas, video rental stores and film and television producers across the country. AFACT works closely with industry, government, police and educational institutions to address copyright theft, and to protect the interests of the film and television industry.

In the 12 month period from October 2007 to October 2008, AFACT assisted state and federal police on enforcement actions involving film piracy which resulted in the seizure of 969,514 pirated DVDs and 761 burners capable of producing over 19 million pirated DVDs a year with a potential street value of over \$95 million.

AFACT operates an anti-piracy hotline: 1800 251 996.

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About MIPI

Music Industry Piracy Investigations Pty Ltd 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 free-call anti-piracy hotline at 1800 06 16 16.

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About IEAA

The Interactive Entertainment Association is a national industry association proactively representing companies in the interactive entertainment industry. Our members develop and market computer and video games software, hardware and accessories in Australia. IEAA is administered by a Board of Directors comprising senior executives from entertainment companies both large and small.

IEAA operates a toll free anti-piracy hotline at 1800 20 40 19

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