

MEDIA RELEASE – 18 December 2008

Sydney market vendor arrested again for selling counterfeit music and movies

Accused already facing charges from April raid

New South Wales Police may have had a case of déjà vu yesterday after arresting a man accused of selling thousands of pirated copies of music and movies at the Prestons Grand Bazaar markets in Sydney's West. The man in question is currently facing similar charges for a raid conducted in April.

A 58-year old man is assisting police following a tip off in an ongoing investigation by police and industry groups, **Music Industry Piracy Investigations (MIPI)** and the **Australian Federation Against Copyright Theft (AFACT)**. In April, police raided Boothill Markets in Sydney's West and charged a man and a woman with copyright infringement for selling illegal copies of popular music and movies.

"Today's arrest shows that a change in venue won't keep police from finding those people who try to make a living from stealing other peoples' work," said Marianna Annas, General Manager, MIPI. "We commend the police for their efforts in targeting those trying to rip off unsuspecting Christmas shoppers with inferior product."

"Movie piracy seriously undermines the legitimate businesses of the film and television industry and the 50,000 people it employs. Yesterday's successful operation by the NSW Police is another blow to movie and music piracy rackets and is to be highly commended", said Neil Gane, Director of Operations for AFACT.

The investigation was first prompted by reports through MIPI's Report Piracy hotline from consumers who had unwittingly purchased the inferior pirate music product.

At the height of Christmas shopping season, MIPI and AFACT urge consumers to be vigilant when buying music and movies from market stalls.

Don't get ripped off this Christmas. Here are some tips in identifying pirated material:

- The back of a legitimate disc is likely to be silver, however a burnt CD/DVD will be on a CD-R or DVD-R with a blue, green or gold back;
- The back centre hole of a legitimate CD/DVD carries the manufacturer's identification number and bar code hologram, whereas a burnt CD-R/DVD-R may be labelled as a CD-R or DVD-R;
- The packaging of pirated CDs/DVDs can often be an indication – look for spelling mistakes, poor quality, and colour distortion;
- Music from countries like China, Indonesia and other Asian or South American countries should be treated suspiciously – China has 85% piracy rates and Indonesia 87% piracy rates for music;

- An excessive number of tracks on a CD can be an indication that it is pirate product, particularly for karaoke and ring tones;
- Be careful when buying live performance CDs or DVDs – many of these are illegal “bootleg” copies of poor quality;
- Probably the best indicator of an illegitimate product is its price. Use your judgment to ascertain whether the price is a reasonable one or not; and
- High-quality counterfeits that look and feel like the real thing are often very difficult to detect. If in doubt, contact MIPI or AFACT.

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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 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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