

## MEDIA RELEASE

29 April 2008

### Sydney shop owner fined \$20,000 for illegal music and movie imports

SYDNEY – The Downing Centre Local Court today convicted the director of a Sydney-based retailer of 34 counts of copyright infringement, ordering him to pay a \$20,000 penalty for the sale of pirated music CDs and Asian films imported from China.

Mr Zhi Tao, Director of Success Audio and Video of Anzac Parade in Kingsford, appeared before the court on piracy charges following an October 2007 raid by New South Wales Police with the assistance of Music Industry Piracy Investigations (**MIPI**) and Verifact (on behalf of Asian film studios). Thousands of high quality counterfeit CDs and DVDs imported from Asia were seized during the raid.

“This \$20,000 penalty and criminal conviction reinforces that piracy is a serious criminal activity” said Sabiene Heindl, General Manager of MIPI. “MIPI will continue to target rogue retailers selling illicit product to unsuspecting consumers and disadvantaging legitimate music traders that are trying to make a living.”

“Consumers need to be cautious when purchasing discounted music manufactured in Asia as the risk of piracy is significantly higher – countries like China and Indonesia have music piracy rates above 85 per cent” continued Ms Heindl.

The high quality counterfeit CDs sourced from Asia included Western titles from Nora Jones, Robbie Williams, David Bowie, Avril Lavigne, the Backstreet Boys and Michael Jackson. Extensive Asian movie and music titles were also seized.

“This substantial penalty sends a resounding message that piracy will attract the full force of the law,” said Jarrod Bowditch, Director of Verifact. “Industry will continue to support strong police action against copyright pirates.”

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

Samantha Hales – (02) 8569 1177  
After hours: 0412 969 653

#### **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).