



MEDIA RELEASE

10 November 2008

Victoria Police swoop on systemic market piracy

MELBOURNE - Victorian Police yesterday raided market traders blatantly selling illegal music, movies and video games at one of Victoria's largest markets, the Caribbean Garden Markets in Scoresby. The police operation, assisted by industry anti-piracy groups, seized more than 10,000 optical discs containing pirated music, movies and games.

It is alleged that a number of market traders were selling thousands of burnt optical products containing music, movies and games every trading day in the Caribbean Market, which operates Wednesdays and Sundays, with some traders inviting customers to put in orders for pirated titles to be collected on subsequent market days.

The successful raid follows active surveillance of targeted markets around Australia by a number of anti-piracy groups, including Music Industry Piracy Investigations (*MIPI*), the Australian Federal Against Copyright Theft (*AFACT*) and the Interactive Entertainment Association of Australia (*IEAA*). Despite attempts by industry groups to work with market operators, traders continue to openly offer illegally copied CDs, DVDs and games for sale to the public, putting the market operators at risk of liability for authorising piracy. This flagrant disregard for the law has prompted law enforcement agencies around Australia to raid the markets to bring an end to these illegal operations.

Amongst the haul of 10,000 pirate discs were illegal copies of albums by Mariah Carey and Chris Brown, popular movies *Babylon* and *Burn After Reading* and video games *Mario Collection* and *NBA Live*.

Dean Mitchell, Investigations Manager of MIPI, said: "Market operators have a significant role to play in ensuring that pirate music is not sold through their markets. They must be vigilant and take a proactive stance against illegal traders. Whilst industry groups have repeatedly demonstrated that they are prepared to work with market operators, today's police raid confirms that criminal action will be taken at markets that do not heed the warnings".

Neil Gane, AFACT Director of Operations, said: "Every pirated movie or TV show sold at the Caribbean Market steals money from the legitimate businesses that employ the tens of thousands of Australians directly impacted by movie piracy. They are the victims of this crime."

Ron Curry, IEAA CEO, said, "The IEAA takes the protection of intellectual property very seriously. It's vital that we defend our industry so it can continue to deliver high quality, creative interactive entertainment. Copyright theft is against the law and we applaud the police for their successful operation at the Caribbean Garden Markets in Scoresby."

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. Market sellers have been fined up to \$22,000 for selling pirate CDs and DVDs at the Flemington Markets in Sydney.

Members of the public can help police identify and shut down music and movie piracy operations by reporting piracy at www.mipi.com.au or www.moviepiracy.org.au. Consumer guides to help members of the public identify whether or not DVD or CDs are pirated are available to view and download from www.mipi.com.au and www.afact.com.au.



For interviews with Dean Mitchell, MIPI contact:

Samantha Hales – (02) 8569 1177
After hours: 0439 605 765

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.

mipi@mipi.com.au
www.mipi.com.au

For interviews with Neil Gane, AFACT contact:

Stephen Jenner- (02) 9997 8011
After hours - 0409 776 196

About AFACT

AFACT works closely with industry, government, police and educational institutions to address copyright theft and protect the interests of the movie and television industry as well as the interests of Australian movie fans.

Between June 2007 to June 2008, state and federal police conducted 67 raids involving movie piracy and seized over 934,000 pirated DVDs. They also seized 762 burners capable of producing over 19 million pirated DVDs a year.

AFACT acts on behalf of the 50,000 Australians directly impacted by copyright theft including independent cinemas, video rental stores and movie and television producers across the country. AFACT has its own anti-piracy hotline: 1800 251 996.

info@afact.com.au
www.afact.com.au

For interviews with Ron Curry, IEAA contact:

Corrie McLeod, Espresso Communications - 0419 526 848

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

anti-piracy@ieaa.com.au
www.ieaa.com.au