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FILM & TV INDUSTRY WELCOMES ACTA AGREEMENT

Film and television industry organizations today welcomed the Anti-Counterfeiting Trade Agreement (ACTA), after trading partners representing more than 50% of world trade concluded discussions this week at the latest round of talks in Japan.

The release of the draft agreement early yesterday follows over two years of multilateral negotiations aimed at achieving international standards on the protection of intellectual property rights.

Simon Bush, Chief Executive of the Australian Visual Software Distributors Association (AVSDA) said: "The Australian film and television industries employ over 50,000 Australians and this Agreement increases the potential for Australian films to be able to find a legitimate export market around the world. Countries that sign up to ACTA must meet certain standards around protection of intellectual property and copyright which is the key value in any creative work such as a film."

Neil Gane, Executive Director of the Australian Federation Against Copyright Theft (AFACT), said: "ACTA recognizes the significant and growing contribution intellectual property industries make to the world's economies and the need to protect the millions of men and women who work in film and other creative industries. As nations rapidly accommodate their economies to appropriately value their intellectual property, they require reasonable and internationally-sanctioned safeguards to protect their creative industries. The signatories to ACTA agreed that they should engender cooperation between ISPs and right holders to deter rampant online infringements that limit the growth of legitimate digital economies. We support this position and continue to advocate a robust legal framework and active global cooperation that prevents online piracy and duly respects creative rights."

About AFACT

AFACT works closely with industry, government, police and educational institutions to address copyright theft and protect the interests of the film and television industry as well as the interests of Australian movie fans. In 2009, State and Federal Police conducted 69 raids involving movie piracy and seized 194,233 pirated DVDs. They also seized 749 burners capable of producing over 18 million pirated DVDs a year with a potential street value of over \$94 million.

Australia's copyright industries are the 3rd largest contributors as a percentage of GDP in the world, second only to the US and UK. In 2006/07 they contributed 10.3% GDP to Australia's economy [up 66% since 1996], represented 8% of our employment and generated 4.1% of total exports. The film and TV industry in Australia alone contributed \$4.4 billion to GDP and supports 50,000 jobs, including small businesses under threat from movie and TV piracy, and independent cinemas, video rental stores and film and television producers across the country. In 2007, the film and TV sector contributed an estimated \$1.8 billion in tax to the Australian Government.

About AVSDA

The Australian Visual Software Distributors Association (AVSDA) represents the \$1.4 billion Australian home entertainment film and TV industry which includes digital copies of films on DVD or the new high definition standard of Blu-ray as well as making available via download and streaming video on demand or electronic sell through (ie to own a digital copy). Members include Roadshow Entertainment, Buena Vista, Universal, Paramount, Sony, Twentieth Century Fox, Warner Home Video, Madman Entertainment, Hopscotch, Anchor Bay, Fremantle and Time-Life.

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