



## **PRESS NOTICE**

**Date: Tuesday 16<sup>th</sup> June 2009**

**Embargo: Immediate**

### **ALLIANCE QUESTIONS EFFECTIVENESS OF DIGITAL BRITAIN PROPOSALS**

The Alliance welcomes the announcement that the role of ISPs in combating illegal peer-to-peer filesharing is to be entrenched in legislation. However, we remain disappointed that this role is to be initially limited to the sending of notification letters, leaving mass litigation by industry as the only other next step. Evidence shows this approach will not be sufficient in effectively and sustainably solving this problem which is so damaging to UK businesses, while leaving the government in danger of failing to meet its target of reducing online copyright theft by 70-80% in the next 2-3 years. Given the numerous non-mandated technical measures which could be implemented easily and effectively, on those who, despite warnings, continue to infringe, we believe the legislation should include provisions for this to take place immediately, leaving legal action as a last resort.

Industry is committed to continuing its development of additional new services business services. For these to flourish, they need to be underpinned by strong and robust enforcement measures.

#### **NOTES TO EDITORS**

Established in 1998, the Alliance Against Intellectual Property (IP) Theft is a UK-based coalition of 20 associations and enforcement organisations with an interest in ensuring intellectual property rights receive the protection they need and deserve. With a combined turnover of over £250 billion, our members include representatives of the audiovisual, music, video games and business software, and sports industries, branded manufactured goods, publishers, authors, retailers and designers.

Members supporting this statement include:

Anti-Copying in Design	Entertainment and Leisure Software
Anti-Counterfeiting Group	Publishers Association
Authors' Licensing and Collecting Society	Entertainment Retailers Association
British Brands Group	Federation Against Copyright Theft
British Jewellery, Giftware & Finishing	Federation Against Software Theft
Federation	Film Distributors Association
BPI (British Recorded Music Industry)	Motion Picture Association
British Video Association	Premier League
Cinema Exhibitors Association	Publishers Licensing Society
Copyright Licensing Agency	Video Standards Council
Design and Artists Copyright Society	

The Business Software Alliance (BSA) is unable to endorse this position given time constraints.