



PRESS NOTICE

Educational Recording Agency joins Alliance Against IP Theft

The Educational Recording Agency (ERA), operators of a licensing scheme to allow educators to use copyright material in the classroom, has joined the Alliance Against IP Theft.

ERA, whose members include the Musicians' Union, Equity, ITV, Channel 4 and BBC Worldwide Limited, is a collecting society which helps copyright owners and performers derive an income from the licensed use of their literary, dramatic, musical and artistic works. The licences issued by the ERA allow recording from broadcasts made in the UK of the works and performances owned or represented by ERA members; as well as the electronic communication of licensed recordings within an educational establishment.

Susie Winter, Director General of the Alliance Against IP Theft said:

“We are delighted to welcome the Educational Recording Agency to the Alliance Against IP Theft. We look forward to benefiting from their distinctive experience of promoting and protecting intellectual property. ERA joining the Alliance is a testament to the work and success of the Alliance over the past thirteen years, and demonstrates the industry’s determination to continue campaigning for the promotion and protection of IP rights in the years ahead.”

ENDS

NOTES TO EDITORS

About the Alliance

Established in 1998, the Alliance Against IP Theft is a UK-based coalition of trade 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, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

The Alliance is concerned with ensuring that intellectual property rights are valued in the UK and that a robust, efficient legislative and regulatory regime exists, which enables these

Members:

Anti-Copying in Design

Anti-Counterfeiting Group

Authors' Licensing and Collecting Society

British Brands Group

BPI (British Recorded Music Industry) Limited

British Video Association

Business Software Alliance

Cinema Exhibitors Association

Copyright Licensing Agency

Design and Artists Copyright Society

Entertainment Retailers Association

Federation Against Copyright Theft

Film Distributors Association

Motion Picture Association

Premier League

PRS for Music

Publishers Association

Publishers Licensing Society

UK Interactive Entertainment

Supporters:

British Jewellery, Giftware & Finishing Federation

Video Standards Council

rights to be properly protected. Our members work closely with trading standards and local police forces to reduce the harm caused by intellectual property crime in local communities and to ensure that legitimate businesses and traders are able to operate fairly.

We work closely with the Department for Business, Innovation and Skills and the Intellectual Property Office to raise awareness of the harm caused by IP theft. We, and many of our members, are also participants in the IP Crime Group, which facilitates cross departmental dialogue and joint working amongst the relevant enforcement bodies and organisations, and SOCA's Programme 18 (where IP crime currently sits).

The Alliance Against Intellectual Property Theft Limited

Director General: Susie Winter

Chair: Lavinia Carey **Vice Chairs:** Dids Macdonald, Richard Mollet **Treasurer:** Kim Bayley

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