



BRITISH VIDEO ASSOCIATION



NEWS RELEASE

Organised crime IS involved in online IP theft, says Alliance Chair

14th September 2011: Today, Lavinia Carey, Chair of the Alliance Against IP Theft and Director General of the British Video Association, called for wider recognition of the level of organised crime involved in online IP theft and the damage this crime wreaks on consumers, the video entertainment and other industry sectors and the British economy.

Speaking at the Westminster Legal Policy Forum's annual Keynote Seminar entitled 'Next steps for intellectual property law - prospects for reform following the Hargreaves Review', Lavinia Carey said:

"It is now acknowledged by several government departments, law enforcement agencies such as the police and trading standards and others, that serious and organised crime *IS* involved in IP theft. What is not understood or acknowledged in some quarters is that the online marketplace is just as lucrative for criminals, who exploit the low risk of detection and low levels of online enforcement, as are the unregulated markets and car boot sales that the public have learned to be wary of. So even though the end-user may be buying counterfeit or copycat goods online for themselves (not an offence) or downloading unauthorised content (a civil infringement), the people operating these sites are frequently the same kinds of criminals. Just as legitimate business has moved online, so have the criminals."

The video entertainment sector, which Lavinia Carey represents as Director General of the British Video Association (BVA), releases approximately 8,000 titles every year in the UK on which consumers spend over £2 billion a year – a significant contribution to the British economy in tax revenue, jobs and GDP. Video entertainment generates on average 47% of film revenues and a third of the revenues for TV drama series, therefore the impact of copyright theft costing £300 million in annual losses to the value of the video business, on which film and TV producers depend to finance new production, is a considerable threat to the audiovisual industry's eco-system. The BVA joined other sector representatives this summer in welcoming Prof Ian Hargreaves' recommendation to implement the Digital Economy Act, which will help create a more certain environment in which legal online services can successfully develop.

Still, critics often accuse the industry of over-stating the case for action by using the term 'crime' instead of 'civil infringement'. Addressing this criticism, Lavinia stated:

"Just to be clear, when we in industry refer to "crime" we use it as a term to express the harm done to legal businesses who collectively employ millions of people in this country, produce goods and services

that millions of British people pay for and value and represent a significant proportion of British GDP, generating billions of pounds of direct and indirect tax revenues.”

Ends

For more information, please call Stephanie Blott or Esme Knight on 0207 618 9116 or email: bva@luther.co.uk

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, its members include representatives of the audiovisual, music, games, 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 rights and those that depend upon them for their jobs and livelihoods to be properly protected. Its 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.

It works closely with the Department for Business, Innovation and Skills and the Intellectual Property Office to raise awareness of the harm caused by IP theft. The Alliance and many of its members are also participants in the IP Crime Group, which facilitates cross departmental dialogue and joint working amongst the relevant enforcement bodies and organisations.

ABOUT THE BRITISH VIDEO ASSOCIATION

The British Video Association exists to champion video entertainment in all its forms, from packaged media such as DVD, Blu-ray Discs and 3D Blu-ray Discs through to digital services available on demand to rent or to own, on portable devices and for home viewing.

The proliferation of delivery channels is increasing consumer choice of access on a wide range of connected devices. For a current map of the video entertainment landscape, which includes 46 different digital services from which to download or stream video content, visit <http://www.bva.org.uk/news-press-releases/bva-launches-date-map-video-entertainment-landscape>.

The BVA's members include film and television companies and independent labels who produce, license and distribute all genres of video entertainment, covering film, sport & fitness, music video, TV, children's and special interest. Its members account for some 90% of the sector.

For more information and images to illustrate the story, please contact Matthew Willey on 020 7618 9146. Visit www.bva.org.uk