



CRIMESTOPPERS

0800 555 111

Call anonymously with information about crime



PRESS RELEASE

THURSDAY 18TH OCTOBER 2007

FACT PARTNERS WITH CRIMESTOPPERS TO MAKE IT EASIER TO REPORT FILM PIRACY

The Federation Against Copyright Theft ('FACT') and the charity Crimestoppers are pleased to announce a partnership that makes Crimestoppers the anonymous primary reporting resource for film piracy in the UK. This allows members of the public to report easily and anonymously 24 hours a day, seven days a week.

FACT had previously been using a lo-call number which has been successful in generating intelligence on those involved in the manufacture, distribution and sale of pirate DVDs but the new partnership with Crimestoppers makes it easier and quicker to report such crimes.

Kieron Sharp, FACT Director General, said: *"The association with Crimestoppers reinforces the message that film piracy is a serious and organised crime, generating nearly £200m a year for criminals and threatening the jobs of those working in the UK film industry at all levels, as well as those in the retail, rental and cinema sectors.*

The increased threat from internet piracy is also of great concern as this is often the initial means of distributing the stolen films. We are also working with the cinema industry to reduce the risk of films being camcordered in UK cinemas.

FACT has increased its investigative resources in all areas in the past year and we are delighted to be able to link up with such a respected charity as Crimestoppers which will provide us with high quality intelligence on those seeking to profit from the theft of films in any format."

Dave Cording, Crimestoppers' Director of Operations, added: *"Film piracy in the UK is a growing problem, with far reaching impacts on the wider community that the public may not be aware of. Piracy not only costs the film industry millions each year, but the serious organised nature of the crime is why Crimestoppers and FACT are working in partnership to bring to justice those responsible.*

Money from sales of pirated materials can be connected to funding much more serious criminal activities, such as people smuggling and drug dealing, which is not obvious when buying a copied DVD in the street or in a local pub.

Anyone with information can help expose those behind film piracy and stop criminals funding other crimes, by calling Crimestoppers anonymously on 0800 555 111. Your call cannot be traced and we will not ask your name."

In support of the new partnership, the Industry Trust for IP Awareness is launching a large-scale online awareness campaign to educate web users about the new way to report copyright theft. The campaign uses online advertising techniques to urge web users to keep an eye out for those selling illegal content, and signposts the new Crimestoppers service. This call for vigilance and action is reinforced by the advertising creatives. These create user engagement with a pair of animated eyes which can follow around the direction of a mouse pointer wherever it is positioned on the banners.

Paul Archer, Acting Director-General of the Industry Trust, said: *“Copyright theft is no longer just about dodgy DVD dealers at car boot sales. The challenge is much wider than that and as an industry we need to adapt our tactics accordingly. With the internet now a major source of illegal content, it’s an important channel for the Crimestoppers message. Our online advertising campaign reminds web users that copyright theft in any guise is a crime and urges them to report it, whether they see it at their local car boot sale or in the pub, or spot illegal content being sold online.”*

Ends

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Notes to Editors:

About FACT

The Federation Against Copyright Theft is the UK’s leading trade organisation established to protect and represent the interests of the film and broadcasting industry against copyright and trademark infringements. Established in 1983, FACT works closely with statutory law enforcement agencies to combat the growth of pirate DVDs, film and other forms of broadcast material including the increasing threat from online/internet based piracy. FACT has been accepted as a prosecution authority and engages in criminal prosecutions in its own right.

The maximum penalty for offences of film piracy is 10 years imprisonment and/or an unlimited fine. Proceeds of Crime Act legislation now also enables confiscation of assets and goods obtained through criminal activity.

More: <http://www.fact-uk.org.uk>

Crimestoppers is the only charity dedicated to solving crimes and taking criminals off the streets. Around 17 people are arrested and charged every day as a result of information given to Crimestoppers. One person is charged with murder every week, as a result of information given to Crimestoppers.

Since Crimestoppers began in 1988, we have had over 900,000 calls. There have been over 75,000 arrests, over £97m property has been recovered and over £135m worth of drugs has been seized.

Crimestoppers UK was founded by Lord Ashcroft KCMG, Chairman of Trustees. In 1988 he launched the Community Action Trust (CAT) in the Metropolitan Police area. CAT was renamed Crimestoppers in 1995 and required a three-way partnership between the business community, the police and the media.

More: www.crimestoppers-uk.org

The Industry Trust for IP Awareness

The Industry Trust for Intellectual Property Awareness was established in 2004 to tackle the growing issue of film and TV copyright theft in the UK. Today it has 22 members including Film and TV distributors, cinemas, DVD retailers and home entertainment rental companies. The Trust’s goals are to:

- Limit copyright theft in terms of consumption of both physical copies and illegally downloaded digital content
- Limit the damage counterfeit DVDs and illegal downloads can cause, not just to the creative industries but to consumers and communities
- Be a voice for the industry on protection of copyright and the value of creativity

The Industry Trust seeks to achieve its aims through consumer education and awareness campaigns and the provision of training and information for those working to protect and enforce copyright.

It works with the industry’s anti-piracy body, the Federation Against Copyright Theft (FACT), Trading Standards, the Police and other agencies to help combat copyright crimes. The Industry Trust also supports the work of the Alliance Against IP Theft www.allianceagainstiptheft.co.uk in lobbying for more effective enforcement and tougher legislation against fakes.