

3rd December 2009

Fake Free London

Anti-piracy initiative to be announced by the UK film industry

3rd December 2008, London: The UK film industry is piloting an innovative anti-piracy campaign that aims to make London a fake free zone by the Olympics in 2012. The campaign is formally announced on December 3rd and is being led by the MPA and UK Film Council with support from; UK Intellectual Property Office, FACT, London Councils, London Trading Standards Association and the Metropolitan Police. It will be the largest ever collaboration on anti-piracy in the UK.

In the first two week period the programme was run in 39 arrests were made. This included 82 seizures in Tower Hamlets, Brent & Harrow and Lewisham. All together approximately 90,250 DVD's have been seized along with a number of pornographic DVD's, credit cards and a computer.

Kieron Sharp, Head of FACT says: "Piracy is often seen as a "victimless" crime but this could not be further from the truth. As an illegal "business" it generates £200m a year for criminals in the UK. Evidence also shows that the manufacture, distribution and sale of fake DVDs, is controlled by organised crime networks operating in the UK and worldwide. The aim of Fake Free London is to enable and assist enforcement agencies across the capital in tackling the manufacture, distribution and sale of counterfeit DVDs and the organised criminal networks enabling and profiting from this illegal trade."

Copyright theft cost the film and TV industries £486m in 2007. Adrian Wootton, Chief Executive of Film London commented: "The general public need to know that piracy has a devastating loss to the UK film and TV industry - almost £500m was lost in revenue in 2007. This not only affects the livelihoods of tens of thousands of people who work in UK film but may start to impact on the creativity and quality of films themselves."

Through education, the campaign will help local government, businesses, traders and the wider community understand the gravity of piracy and how it affects their borough. Councillor Daniel Moylan of London Councils said: "London Councils is committed to fighting for more resources for London and getting the best possible deal for London's 33 councils. We develop policy, lobby government and others, and run a range of services designed to make life better for Londoners."

David Lammy MP, Minister of State for Intellectual Property and Higher Education said: "Legislation alone will not combat counterfeiting and piracy. Good law is great but enforced law is better. The Fake Free London campaign sends a clear message that we are all serious about tackling this problem. This partnership will ensure that consumers, legitimate businesses and their employees are protected from those that choose to break the law."

As part of this initiative the film industry is committed to giving back to people in local communities. There will be free screenings of Danny Boyle's latest film Slumdog Millionaire in all three London boroughs in December.* A programme will also be put into place next year which entails Local libraries receiving DVD donations, allowing members of the public to come and borrow genuine DVDs."

- ENDS -

NOTES TO EDITORS

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Call to action:

To report film piracy call Crimestoppers anonymously on 0800 555 111

Free Screenings:

Run with Seefilmfirst these are part of the anti piracy campaign to give something back to local communities

*Free screenings to support the anti-piracy initiative will be taking place at the following:

Southall: Hymalaya Palace, Sunday 7th December
Tower Hamlets: Odeon Surrey Quays Cineworld, Sunday 7th December
Genesis Cinema, Sunday 14th December
Rio Cinema Sunday, 14th December
Picturehouse Cinema Stratford, Tuesday 16th December

In order to gain their free tickets, people need to go to the seefilmfirst website (www.seefilmfirst.com) and register a simple code:

For Southall Screenings:

- SLUMDOG3 (*CINEWORLD*)

For Tower Hamlets Screening:

- SLUMDOG2 (*ODEON*)
- SLUMDOG6 (*CINEWORLD*)
- SLUMDOG10 (*GENESIS*)
- SLUMDOG 11 (*RIO*)
- SLUMDOG 12 (*PICTUREHOUSE*)

**For images please contact Freud*

Further statistics in relation to piracy in the film and TV industries:

- The core UK film industry contributed over £4.3 billion to UK GDP in 2006, taking into account multiplier impacts and over £1.1 billion to the Exchequer. [source: The Economic Impact of the UK Film Industry, Oxford Economics, July 2007]
 - The core UK Film Industry directly employed 33,500 people in 2006 and supported a total of 95,000 jobs including those working in the supply chain and its contribution to UK Tourism, trade, and Merchandise sales. [source: The Economic Impact of the UK Film Industry, Oxford Economics, July 2007]
 - TV programme copyright theft is mostly about downloading (4% of the population) and streaming unofficial copies (5% of the population). A very limited number of people are buying counterfeit copies (1% of the population). [source: IPSOS 2007]
 - 90% of first pirate releases can be sourced to camcorders. The position of the UK as the key source of illegal camcorders has strengthened in the last year. FACT reported a 54% increase in UK sourced camcorders since 2006/07- however, the lack of serviceable UK legislation to tackle the issue remains a major obstacle to effective action.
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Organisations involved:

About IPO (UK Intellectual Property Office)

The Intellectual Property Office (IPO) is within the Department for Innovation, Universities and Skills and responsible for the national framework of Intellectual Property rights, comprising patent, designs, trade marks and copyright.

Our role is to help manage an IP system that encourages innovation and creativity, balances the needs of consumers and users, promotes strong and competitive markets and is the foundation of the knowledge based economy.

We operate in a national and an international environment and our work is governed by national and international law, including various international treaties relating to IP to which the United Kingdom is a party.

www.ipo.gov.uk

About the MPA (Motion Pictures Association)

The Motion Picture Association serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. In Europe, the Motion Picture Association (MPA) operates from offices in Brussels. Its members comprise: Buena Vista International, Inc., Paramount Pictures Corporation, Sony Pictures Releasing International Corporation, Twentieth Century Fox International Corporation, Universal International Films, Inc and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc.

www.mpa.org

About Film London

Film London is the capital's film and media agency. Film London sustains, promotes and develops London as a major international film-making and film cultural capital. This includes all the screen industries based in London – film, television, video, commercials and new interactive media. Film London is supported by the UK Film Council and the London Development Agency. Film London also receives significant support from Arts Council England London, the European Regional Development Fund, the Mayor of London and Skillset.

Film London's activities include:

- Investment in new and established film-makers through a range of low budget production schemes
- Supporting training and business development activities
- Developing audiences and access provision across the film and media sector
- Showcasing of London films and talent
- Domestic and international tourism initiatives
- Promoting London on an international stage as an attractive base for film and media production
- Providing comprehensive information on London locations and production services, as well as practical advice and support to film-makers shooting in London

www.film london.org.uk

About FACT (Federation Against Copyright Theft)

Established in 1983, FACT's primary purpose is to protect the United Kingdom's film and broadcasting industry against counterfeiting, copyright and trademark infringements. FACT does this by representing the interests of its members in the face of the steady influx of illegal - or pirated - films and videos.

Today, the Federation is still the leading representative trade body, committed to protecting the interests of the audio-visual industry in the fight against pirate film and DVDs and the increasing threat from online piracy.

In this fight, FACT works closely across the UK with Police services, Trading Standards, HM Revenue & Customs, Serious and Organised Crime Agency and the Department for Work and Pensions. FACT also has close association with other enforcement bodies.

www.fact-uk.org.uk

About London Councils

London Councils is committed to fighting for more resources for the capital and getting the best possible deal for London's 33 local authorities.

Much of our work consists of lobbying the government and others on behalf of our member councils, not just for a fair share of resources, but also to protect and enhance council powers to enable them to do the best possible job for their residents and local businesses.

We develop policy and do all we can to help our boroughs improve the services they deliver. We also run a range of services ourselves, all designed to make life better for Londoners.

www.londoncouncils.gov.uk

About MET (Metropolitan Police)

Britain's Law Enforcement Agency

www.met.police.uk