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## **EBAY JOINS FORCES WITH THE INDUSTRY TRUST FOR IP AWARENESS**

eBay, the world's largest online marketplace, has reaffirmed its stance against physical and digital copyright theft by becoming a member of the Industry Trust for IP Awareness Ltd.

Building on the 'eBay Against Counterfeits' campaign which launched in 2007, the partnership highlights eBay's continued commitment to tackling copyright theft, which currently costs the British film and television industry £486million per year.

eBay will be lending its support to the Trust's multi-channelled communications campaign, which aims to reach the one in three consumers who engage in copyright theft. The campaign uses TV advertising, online communications and PR to address illegal downloading and the production and sale of knock-off DVDs. It provides positive education around the role and value of copyright, while attaching a social stigma to copyright theft.

Richard Ambrose, Director of Trust and Safety for eBay in the UK, said: "We're delighted to become a member of the Industry Trust, an organisation which is doing such important work to change attitudes toward copyright theft. Following the success of our anti-counterfeits campaign last year and our efforts over the past decade to prevent counterfeits from reaching our marketplace, we feel this is the logical next step for us in our ongoing commitment to tackling the global challenge of counterfeit goods.

"Knock-offs are bad for everyone - brands, eBay, consumers and genuine sellers - and their trade undermines the trust on which eBay is built. We are committed to playing our part in the battle to reduce them. However, we can't tackle the problem alone and actively engage with Government, Rights Owners and law enforcement agencies to minimise the availability

of knock-off products online. Our membership of the Industry Trust builds on these existing efforts to fight this global issue.”

In September 2007, eBay launched its ‘eBay Against Counterfeits’ campaign to limit the trade in counterfeits by educating users about how and why to avoid knock-offs. It is supported by eBay’s Verified Rights Owner programme (VeRO), which enables 18,000 Rights Owners to report items they believe to be counterfeit so that eBay can remove them from the site.

Liz Bales, Director-General of the Industry Trust, said: “eBay has already demonstrated its commitment to tackling copyright theft, so we’re delighted to welcome them as one of over 30 Industry Trust members. As an online marketplace®, they will be a unique and valued asset in our successful ongoing behaviour change campaign. The Trust is supported by a diverse range of organisations, spanning exhibition, distribution and retail. The industry’s collaborative approach provides a unique platform through which we can communicate the importance of copyright, and the damage caused by copyright theft.”

**-Ends-**

**For more information contact Katy Carter at Industry Trust on 0207 079 6230 or email [katy.carter@industrytrust.co.uk](mailto:katy.carter@industrytrust.co.uk)**

**Notes to editors**

### **About eBay**

Founded in 1995, eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay enables ecommerce on a local, national and international basis with an array of websites – including the eBay Marketplace, PayPal, Skype, Kijiji, Rent.com, Shopping.com – that bring together millions of buyers and sellers every day.

- Launched in the UK in October 1999, eBay.co.uk is the UK’s largest online marketplace® and the UK’s number one e-commerce site (Nielsen / Netratings November 2008)
- eBay.co.uk’s unique audience reached over 16m in November 2008 (Nielsen / Netratings, November 2008)
- eBay.co.uk has achieved the seventeen million live listings landmark, meaning there are more than seventeen million items for sale on the site at any one time
- 46.98% of active internet users visit eBay.co.uk at least once a month (Nielsen / Netratings, November 2008)
- eBay.co.uk has over 13,000 categories

To find out more about eBay’s commitment to fighting counterfeits, visit eBay’s Safety Centre at:

<http://pages.ebay.co.uk/safetycentre/index.html? trksid=m40>

**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 more than 30 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 fake 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 in lobbying for more effective enforcement and tougher legislation against fakes.

For more information on the Industry Trust's Work visit [www.copyrightaware.co.uk](http://www.copyrightaware.co.uk)