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PIRACY HOLDS LOCAL BUSINESS TO RANSOM

Local DVD Piracy On The Rise and Threatening Local Livelihoods

[Insert your name], the [insert title] of local DVD rental / retail store [insert store name] in [insert street and suburb] has had enough of DVD pirates selling illegally copied movies and games at [insert market / location] and is calling on police and council to take action before the illegal trade costs his / her staff their jobs.

"People think DVD piracy is a victimless crime," says [insert name] who has owned the store since [insert year] and currently employs [insert number] of staff. "I'm here to tell you it's not. Until the police and council take on the pirates at [insert location] my business is under threat."

[insert your surname] points to pirate traders at [insert location] as key culprits. "It's a cottage industry. They use home computers to burn the DVDs, then start selling. Some pirates even deliver to your door. I have people walking into my store who boast that they have seen films on DVD that are still being shown at the cinema or in some cases before they are at the cinemas. They think I'd be impressed! Pirates and their customers seem to break the law without fear. And as for taxes – forget it. Same with restricted movies – pirates sell any movie, to any kid, of any age. Parents beware."

"Piracy is on the up," says Australian Video Rental Retailers Association Executive Director Ross Walden. "Federal Police and Customs are making inroads but the public has to understand that buying pirated product or downloading a movie off the internet is supporting organized crime. Australia's video rental and retail industry, which employs well over 50,000 people is calling on government to sink the pirates."

For interviews and information contact **[insert your full name, title and video store name]** on **[insert contact telephone number]**.

About AVRRA: Australian Video Rental Retailers Association (AVRRA) is the industry body for Australia's video and DVD rental industry. Members include: Civic Video, Network Video, Leading Edge Video Group and select members of the Video Ezy and Blockbuster chains. Together, AVRRA members represent \$650 million of home entertainment spending from 13 million members. AVRRA is a source of expert comment on a number of issues:

- DVD piracy;
- digital and pay television as a video / DVD rental alternative;
- all matters relating to video and DVD rental and retailing;
- industry trends and analysis.
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Visit www.avrra.com.au for more information and previous media releases. Interviews and media enquiries via AVRRA Media Advisor Brett de Hoedt, Mayor, Hootville Communications on (03) 9510 0848 / 0414 713 802.