



**AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION**

## **MEDIA RELEASE**

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### **Anti-piracy message rolls out in more than 800 video stores**

During the Christmas and New Year holiday season, video stores around the country are putting up posters and handing out DVD sleeves and brochures to alert Australians to the increasing problems of DVD piracy.

The Australian Video Rental Retailers Association (AVRRA) has distributed anti-piracy kits to more than 800 video stores around the country. The posters, brochures and DVD sleeves ask Australians to stop and think about the illegality and risks associated with buying, downloading, burning or file sharing pirated copies of movies and TV programs.

“If you’re involved in piracy in any of its forms you’re effectively burning video stores and other legitimate businesses. But there are also other consequences – it’s an illegal activity that puts yourself and your family at risk of unwittingly buying or downloading pornography and associating with criminals,” says David Hynes, president of AVRRA and general manager of Network Video Home Entertainment.

The in-store anti-piracy messages remind Australians that DVD piracy can put money into the pockets of criminals who run illegal DVD burning labs. Consumers need to know that police raids on movie thieves in Australia find pornography, which could easily end up in the hands of minors. Raids also find stolen goods and weapons, and reveal million of dollars of untaxed income and welfare fraud.

The latest estimate on the cost of DVD piracy to Australian video stores is about \$61 million. “Piracy is thrust in the faces of our staff every day,” says Gordon Rose, owner of the Magnum Movies Group (a member of the Leading Edge Video Group). “Customers often tell us they’ve seen the latest movies, without thinking about the consequences of what they’re doing,” he says.

DVD piracy fleeces more than \$230 million from the Australian film production and distribution industry – including video stores, cinemas, legitimate DVD manufacturers, film distributors and production companies. It puts an estimated 50,000 jobs at risk.

“We need to cut through to consumers in a number of ways,” says George Kafataris, managing director of the Civic Video Group. “Rolling out posters, DVD sleeves and brochures across hundreds of stores is designed to complement and support the work of the Australian Federation Against Copyright Theft (AFACT) in constantly raising awareness about the rising cost and consequences of DVD piracy.”

**Media:** interview opportunities available with AVRRA and other industry representatives via Debra Maynard of Hootville Communications on 0407 299 007.

### **About AVRRA**

AVRRA is the industry body for Australia’s video and DVD rental industry. It represents more than 60 per cent of all video libraries in Australia. Visit: [www.avrra.com.au](http://www.avrra.com.au)