



AFACT

AUSTRALIAN FEDERATION AGAINST COPYRIGHT THEFT

MEDIA RELEASE

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MORE THAN 300,000 ILLEGAL DVD MOVIES & TV SHOWS REMOVED FROM EBAY AND OZTION

Shoppers recommended to check DVDs are the real thing

Sydney: Following the removal of over 300,000 illegal DVD movies and television shows, Australian shoppers online are being recommended to check they are purchasing the real thing.

During the first few months of 2010, the Australian Federation Against Copyright Theft (AFACT) has worked with online marketplaces eBay and OZtion to remove 4,865 listings representing 322,956 illegal DVD movies and television shows from their respective sites.

The illegal DVDs included numerous television show box sets of series such as *Lost*, *Underbelly* and *Mad Men*.

In 2009, AFACT took down 5,921 listings totalling 52,120 illegal movies and television shows.

Neil Gane, Executive Director of AFACT, said: "We welcome the continued support of eBay and OZtion in working together to ensure that Australians enjoy a genuine shopping experience.

"We would encourage Australians, when shopping for movies and television shows online, to take note of the simple safety tips below."

Deborah Sharkey, Managing Director of eBay Australia & New Zealand Pty Ltd, said: "eBay is a great place to buy and sell practically anything but that does not mean everything.

"The transparency of the eBay marketplace, combined with our close working relationship with AFACT and law enforcement mean that eBay can effectively address wrongdoing, as demonstrated by the removal of these DVDs."

Philip Druce, General Manager of OZtion, said: "OZtion has over 6,000 categories ranging from Fashion to Electronics, but illegal DVDs is not one of them. We work closely with organisations such as AFACT to prevent illegal items being listed. Between the OZtion community, OZtion and AFACT any illegal listings are promptly removed."

AFACT has advice for how you can protect you and your family from movie pirates, and encourages people to use the following four simple safety tips when shopping for television show and movies online:

1. **Read the online safety advice:** While the overwhelming majority of transactions are trouble-free on eBay and OZtion, both AFACT and eBay and OZtion work together to combat any movie piracy on eBay and OZtion. Guidelines for safe shopping can be found in the online “security centre” at eBay.com.au and “Safe Trading Guidelines” at OZtion.com.au
2. **Watch for Titles that are “too new to be true”:** Movies that have yet to be release in cinemas, or are currently showing in cinemas, are highly unlikely to be available legitimately on DVD format. If they are currently being sold on an auction, they are most likely illegal.
3. **Be careful of extremely low prices:** Even if you are hoping to get your favourite movie titles at a discount, new or used, the extremely low prices offered on some websites might indicate illegal content.
4. **Get to know the seller and the product:** Check the sellers Feedback (eBay reputation system) (OZtion rating system) and comments left by previous buyers. Carefully review the item listing, checking pictures and description – ask the seller a question if you need more information. Once your purchase arrives, carefully inspect the packaging. The inferior quality of print work on the disc surface, the DVD sleeve cover, as well as the lack of original artwork are usually clear indications that the product is illegal.

Penalties for copyright crimes are up to \$60,500 and/or 5 years jail per offence.

About AFACT

AFACT works closely with industry, government, police and educational institutions to address copyright theft and protect the interests of the film and television industry as well as the interests of Australian movie fans.

In 2009, State and Federal Police conducted 69 raids involving movie piracy and seized 194,233 pirated DVDs. They also seized 749 burners capable of producing over 18 million pirated DVDs a year with a potential street value of over \$94 million.

On 24 November 2009 in Sydney, AFACT and Crime Stoppers hosted an event to destroy an estimated 780,000 pirated DVD movies, the result of NSW Police, Victoria Police and Federal Police operations to counter movie piracy. Also attending the destruction ceremony were local DVD store owners and Australian actors Susie Porter (*East West 101*, *The Jesters*) and Roy Billing (*Underbelly*, *Charlie and Boots*).

Australia’s copyright industries are the 3rd largest contributors as a percentage of GDP in the world, second only to the US and UK.

In 2006/07 they contributed 10.3% GDP to Australia’s economy [up 66% since 1996], represented 8% of our employment and generated 4.1% of total exports.

The film and TV industry in Australia alone contributed \$4.4 billion to GDP and supports 50,000 jobs, including small businesses under threat from movie and TV piracy, and independent cinemas, video rental stores and film and television producers across the country.

In 2007, the film and TV sector contributed an estimated \$1.8 billion in tax to the Australian Government.

Contact:

For interviews with Neil Gane, AFACT, please contact:

Stephen Jenner

02 9997 8011

0409 776 196

info@afact.com.au

www.afact.com.au

eBay Contact:

Daniel Feiler

02 8288 0015

0410 412 446

About OZtion:

OZtion (www.oztion.com.au) is an Australian online auction site, based on unique Australian designed and developed technology. Located in Melbourne, OZtion has grown enormously to become the 2nd largest Australian online auction site. Visit www.oztion.com.au for more information.

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