



Latvian 3 year success story

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About association “For legal content”



- Registered on 07.10.2015
- Members at the moment **13** = the largest audio-visual content (television programs and films) providers and distributors in Latvia, music collective societies, orbital satellite operator SES mobile operator Bite :

baltcom

bite

acme FILM

Arka/Vaa



DAUTKOM

Baltic Media Alliance

SES[^]

wide media

L a I P A
LATVIJAS IZPILDĪTĀJU UN PRODUCENTU APVIENĪBA

ostkom

HOME
TVPLAY

tet
lattelecom

The situation at the end of 2015



- No awareness on **illegal amount** (lack of trustful figures/statistics on illegal TV, internet, movies streaming)
- **Holes in legislation** that illegal providers use for their benefit (NEPLP can deal only with registered/legal market players...?)
- **Lack of cooperation of state institutions** to fight against illegal providers
- **Weak industry understanding** on necessity to be unified as main power to win illegal providers
- No awareness of illegal TV service **consumption damage in consumers conscious**

The first research of the amount of illegal TV market - 2016



Households using pay TV	707 344
Households using Lattelecom, Baltcom or VIASAT content	480 000
Households using other TV operator content	130 000
<u>Households using illegal content</u>	<u>97 000 (minimum)</u>



How we started work?

Put the problem in political and media (social) agenda:

- 1) State plan against shadow economy 2016-2020 (state plan adopted by Cabinet of Ministers);
- 7 extra police officers (Cybercrime unit) in 2017 budget, 190 000 euros every year;
- Legal amendments – Electronic mass media law;
- Cooperation with other competent institutions – State Revenue service, Public Utilities Commission (ISPs), Patent Office and Consumer Protection center

In 3 years decrease of illegal TV market 36,5 %



Year	Legal TV market	Illegal TV market	Decrease of illegal TV %
2016	610 000	97 000	—
2018	630 000	77 000	20%
2019	650 000	62 000	16,5%



The police work

Year	Initiated Criminal investigations	Administrative Cases	Other important work by police
2017	19	- 563 raids - 61 protocols	- closed down 2 most popular illegal TV streaming websites - Closed access 20 000 illegal TV users
2018	11	- 135 raids - 48 initiated admin cases - 43 protocols	- closed down 2 illegal film websites

Legal transmission of sports events



FIFA 2018
Visas spēles no
14. jūnija līdz 15. jūlijam





In 2 years public awareness significant increase

- Association started to tackle the problem of illegal transmission of sports events in August 2017;
- 2 mains ways of illegal transmission: 1) illegal internet streaming; 2) illegal (not licensed) TV channels via illegal satellite operators (Tricolor, NTV+);
- Police raids in public places – bars, cafes, restaurants, casinos;
- World Boxing Super Series fight licences **increase 3 times in 1,5 years.**



International activities

- Member of Antipiracy Alliance (London);
- Signature of Warsaw declaration October 2018;



- Member of expert group «Cooperation with intermediaries» in European Union Intellectual Property Observatory (Alicante)
- Active cooperation with the UK, Denmark, Germany, France, the Ukraine etc.

Future work challenges

- Illegal satellites;
- According to the estimates of the research agency Kantar TNS, around **30,000-35,000 households** in total 707,000 households with TV connections in Latvia use illegal satellite TV connections;
- The proportion of illegal satellite TV households in the range of 30,000 to 35,000 in terms of the total number of illegal TV households by 62,000 is significant, **with 50 % of illegal TV** connections for households being households with illegal satellites.



Future work challenges

DIGITAL PIRACY



The profile of Latvian content usage in internet

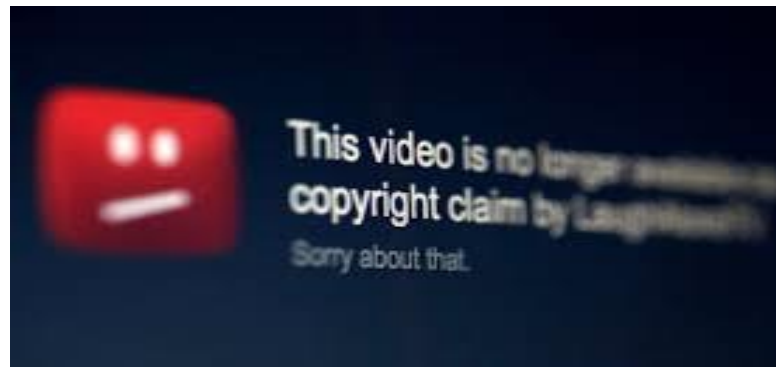


- Association commissioned a research in April 2018;
- Research showed that **60%** of users of Internet content expressed the opinion that the consequences - or penalties, when caught using illegal content on the Internet - **are very small or rather small**, whereas **56%** of Internet content users believe that the likelihood of being caught using illegal content on the Internet **is very low or even insignificant**;
- **89%** of Internet content users agree that the common belief "*legal content is too expensive*" promotes the motivation to use the content illegally, while at the same time, **67%** of the users of the web content **show an EUR "0" savings in the use of illegal content**;
- **53%** of the illegal users of web content fully or partially tend to justify the illegal use of the content on the Internet. Respondents in all age groups responded this way, regardless of their respective income or welfare level. Interesting to underline that respondents with very high incomes (more than EUR 2501 after tax per household) justify the illegal use of web content more than the respondents with the lowest level of well-being, respectively, **60% vs 37.5%**.

Limiting access to illegal content



- The most effective method at the moment approved by majority of EU countries – limiting access to illegal content and protect country's IP zone;
- Take down notices =work where the hosting provider or website owner is liable



Latvian progress in limiting access to illegal content



- Website blocking system, amendments to Electronic Mass Media law, 12.07.2018, entered into force – 01.01.2019;
- First civil litigation in process – already more than a year;
- Promotion of digital legal content – Ministry of Culture initiative «Take safely»





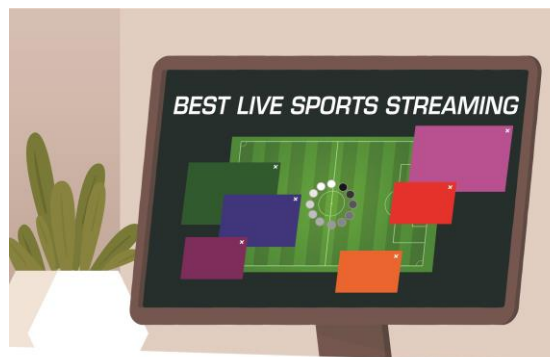
PAR LEGĀLU SATURU

Social campaign «Do not deceive yourself- you are stealing!»



NEMĀNI SEVI - TU ZODZI!

46.3% Latvijas iedzīvotāju ir skatījušies nelegālu saturu internetā




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NEMĀNI SEVI - TU ZODZI!


LATVIJĀ 240 TŪKSTOŠI LIETO NELEGĀLUS TV PIESLĒGUMUS

 Biedrības "Par legālu saturu" filmu, mūzikas, TV kanālu un sporta tiešraīžu sociālā pretpirātisma kampaņa sadarbībā ar:



 Biedrības "Par legālu saturu" filmu, mūzikas, TV kanālu un sporta tiešraīžu sociālā pretpirātisma kampaņa sadarbībā ar:



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DO IT * LEGALLY!



*** streaming**

PAR LEGĀLU SATURU

The result of work at the moment



- Association has become an opinion leader in piracy issue (regular wide coverage of issue in national media – **2018=197 publications LV, ENG, RUS media**);
- **We are important stake holders of the media and telecommunications industry** – Parliament (Saeima); NEPLP, Ministry of Culture, Ministry of Transport and Communications; Ministry of Finance and others.



For legal content

Thank you 😊

Dace Kotzeva

www.parlegalusaturu.lv

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