



*The results of market research in Latvia.
The exact data of losses are named.
What to do?*

Dace Kotzeva, executive director of association "No, to piracy in Latvia"
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About association “No, to piracy in Latvia”

- + Registered on 07.10.2015
- + Members = the largest audio-visual content (television programs and films) providers and distributors in Latvia:
 - Ltd. "Lattelecom";
 - Ltd, "Baltcom";
 - Ltd. "Baltic Media Alliance" group (First Baltic Channel, First Baltic Music channel etc.);
 - Ltd. "Forum Cinemas";
 - Ltd. "Multiplex Systems" (Cinamon holding)
 - "Viasat AS Latvia branch" (MTG group) and
 - Association of "Latvian Performers and Producers"

How we started the work

- + Evaluate the illegal TV market and commission a research to get the “clear picture” (Prof.Arnis Sauka, SSE Riga)

Total number of
households in Latvia

803 800

Data by Central
Statistic Bureau

Number of
households who use
pay TV (legal &
Illegal)

707 344

88 % of total number
of households

Households with the
internet connection

610 888

76 % of total number
of households

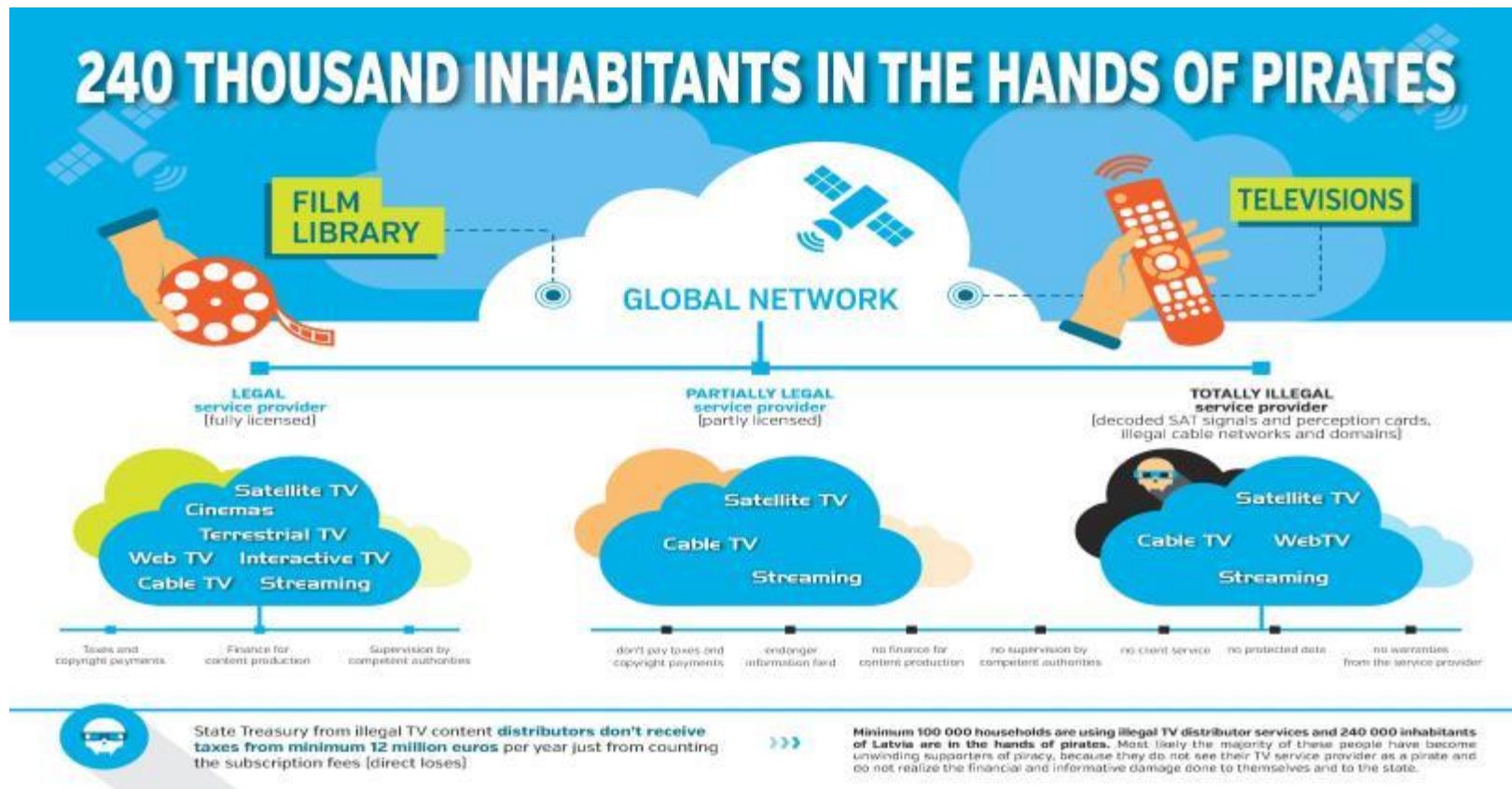
Legal and illegal TV data

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

Estimated losses for state budget

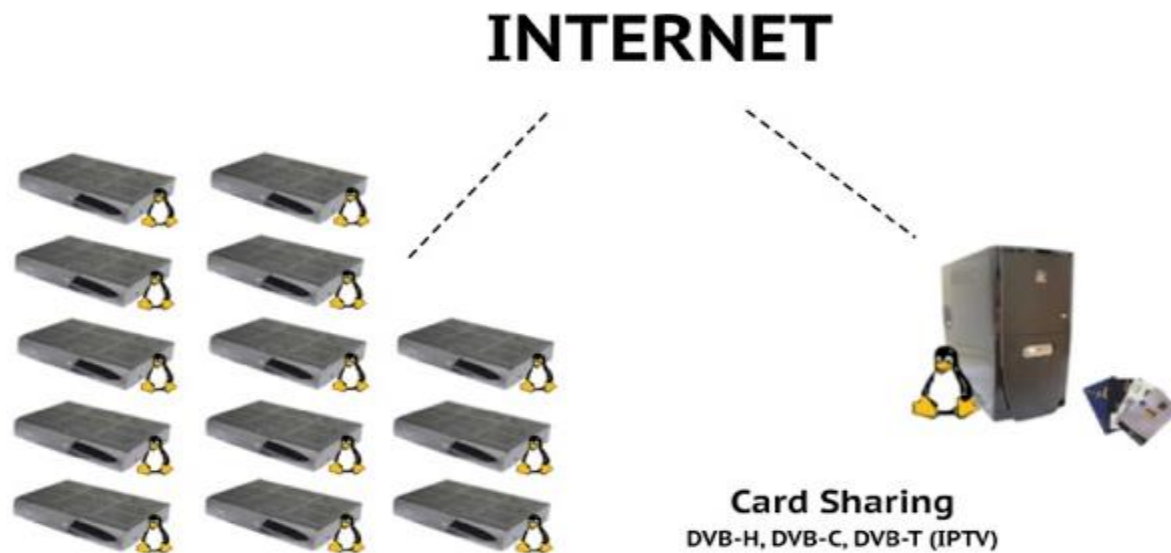
- + Taking an average expenses of a household using illegal TV – 120 euros per year (10 euros per month);
- + Illegal TV industry estimated 12 000 000 euros turnover from which are not paid taxes – direct losses
- + Indirect losses – the jobs in the TV industry, suppliers in the “shadow zone” etc.
- + National security issues, 240 000 inhabitants of Latvia in a totally uncontrolled information space

Pirate profile

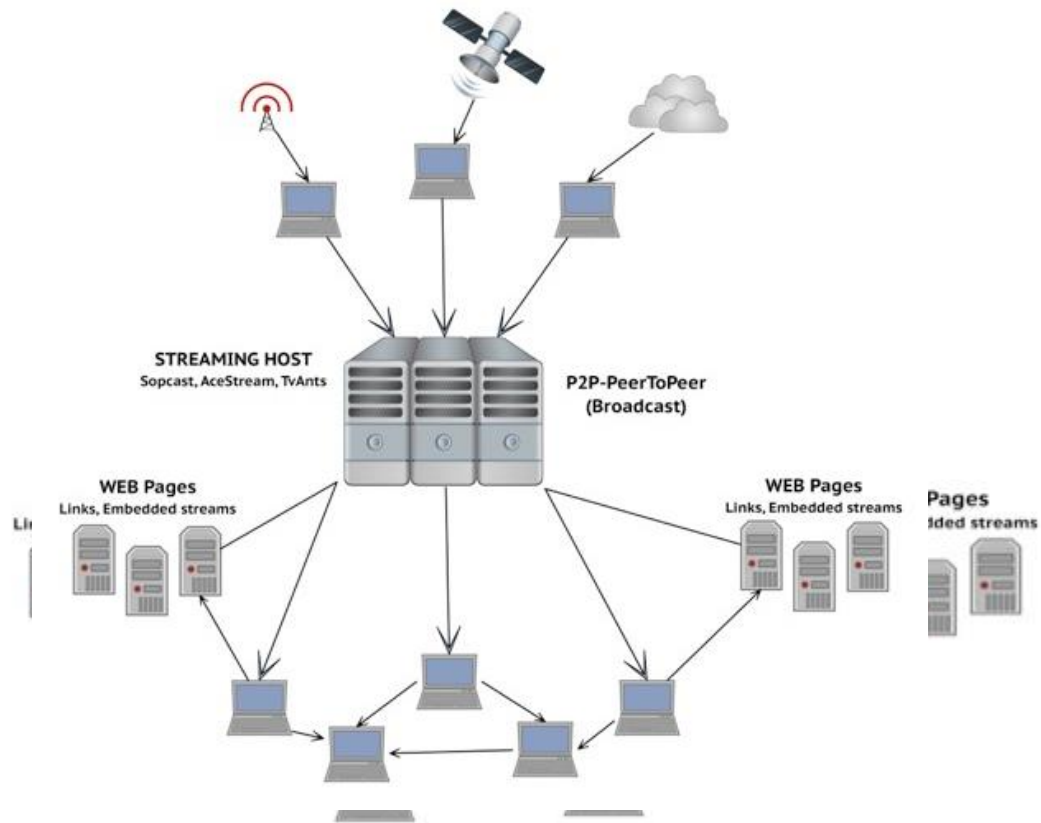


Card sharing

Penguin example☺



Streaming



IP TV



Cooperation with Stop Nordic

- + Association “No, to piracy in Latvia” – member of a STOP Nordic network since July, www.stoplatvia.lv
- + Trend report 2016, basic numbers of Nordic market:
- + 250 000 households in Sweden;
- + 50 000 minimum number in Denmark, Finland and Norway
- + Total financial losses = 4 billion NOK (435 ml Euros) per year
- Nordic criminal profile: 1) buddy network; 2) ideological & Political networks; 3) organized criminal networks

Discussions on a European level

- + Comparative study on “Blocking, filtering and take-down of illegal internet content” commissioned by the Council of Europe, March 2016
- + 3 approaches:
 - + 1) co-perpetrator model;
 - + 2) self-regulation model;
 - + 3) NTD (notice and take down) procedures
- + Revision of E-Commerce Directive and Audio-visual Media Services Directive

Legal framework

Article 10 – Freedom of expression of European Convention on Human Rights

1. Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers. This article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.
2. The exercise of these freedoms, since it carries with it duties and responsibilities, may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health or morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

How to deal with the problem?

- + Transitional period (1-1,5 years), we don't punish consumers (end users), we believe that people are victims and have fallen into arms of criminals unconsciously;
- + Amendments to "Electronic Mass Media Law" – expanding the scope of application of the law to "the other subjects", the competence of the National Mass Media Council to send notices to a host and clearer regulation of a registration process of TV service providers (enter into force 2017);
- + More active cooperation with the National Mass Media Council – monitoring the situation and providing the Council with sufficient evidence, raids of "half-pirates"
- + Cooperation with other competent institutions – State Income service?, Public Utilities Commission (ISPs) and Consumer Protection center

How to deal with the problem? (continuing)

- + Our association as a "coordination centre" will try to improve the cooperation among all competent authorities - Economic Police Intellectual property division and National Electronic Mass Media Council;
- + Elaboration of self-regulation system (Co-operation Memorandum)with the IT industry and competent authorities (NETSAFE example as a precedent)
- + De-listing activities - the work on international level with global enterprises – Google, Youtube and others to report illegal websites and to remove them from search engines;
- + Educational and informative campaigns in media to raise the awareness of population of Latvia not to use illegal audio -visual content – TV services and illegal film downloading (November 2016 in cooperation with Patent Office)

What next?

- + To put the right emphasis and stop using the term «pirate», the correct term for these subjects = criminals, who are stealing content;
- + To focus on FOR instead of AGAINST – not «stop piracy», «fight against», let's protect LEGAL CONTENT, let's fight FOR something good, let create and make easy accessible legal content for a reasonable price;
- + Believe in human race, everybody is born with instinct to be honest😊

For legal content

Thank you for your attention 😊

Mrs Dace Kotzeva

www.nepiratismamlatvija.lv

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