



**“CHANGE IN CONSUMER HABITS
AND BUSINESS MODELS – WHAT
IMPLICATIONS FOR ANTI-PIRACY?”**

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Our sector today



Impact of online gradual but real;

Audiovisual media today: beyond broadcasting to content distribution on all platforms

Pivot to digital

Opportunity – new ways of consumption, secure young audience, ... but brings with it growing awareness of piracy threat - 5G instant downloads of movies

Changing nature of the threat

Implications for Anti-piracy

Piracy has always been multi-faceted :

- law
- law enforcement,
- technology,
- active policing of illegal sites
- legal offer
- consumer education

“no silver bullet solution” ... in 1996

- Roles of legislation and litigation?
- Industry co-operation

Legislation and Litigation

Legislation: Content sector not pushing for reform of the EU IP Enforcement Directive (procedural) or Copyright Directive (substantive rights);

Litigation: Courts increasingly willing to recognise the economic threat posed by new forms of illegal distribution (CJEU Filmspelers, Pirate Bay, High Court injunction to FAPL to block ISPs offering Kodi add-ons);

Notice and Action?

Follow the Money PIPCU 64% drop in advertising on pirate sites. EU process stalled. Doesn't stop national schemes

Industry Co-operation (international)

IPTV Task Force:

Piracy via IPTV is a growing concern for content owners and broadcasters. Many content owners and broadcasters are being impacted by the same or related pirate services, but until recent we have largely been tackling these alone or not at all. And through this group we are sharing key information about the issues we face, where we overlap in efforts - and, most importantly, where we can we can as such have the most impact through a shared approach, through civil and criminal routes and by securing cooperation from intermediaries.

Industry Co-operation (national)

IPTV Task Force specifically not aimed at duplicating excellent alliances and associations tackling piracy via enforcement, lobbying or education;

No off-the-shelf models;

Stichting Brein the best known but NE Europe region has some good best practices (that has changed since 1996): Sygnal, MoU in Ukraine and www.parlegalusaturu.lv.

Not enough by themselves : Ukraine saw MoU backed up by hiring technical solution support from local vendor - good results in cleaning of piracy streams available via application in STB. Need to keep building

Conclusion

- A long way to go ...
- But as content becomes increasingly central to business models, some signs are promising
 - Courts
 - Internet players increasingly co-operative?
 - Global co-operation
 - And key role of strong national coalitions
- To be continued

Thanks

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