



## Latvian Piracy Market Shrank by 20% in First 6 Months 2017

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Legal Content»

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# Depressive start in 2016

- 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



# Legal and illegal TV data

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



# Work Progress August 2016- August 2017

- Change of title from «No to Piracy in Latvia» to «For Legal Content»;
- Adopted amendments to Electronic Mass Media Law expanding the scope of application of the law to “the other subjects”, expanding the competence of the National Mass Media Council to send notices to a host to remove illegal content and clearer regulation of a registration process of TV service providers (enter into force January 2017);
- 18.01.2017 - signing Memorandum of Cooperation with all competent authorities dealing with TV service – National Electronic Mass Media Council, Public Utilities Commission, State Revenue Service and Internet Association establishing **a self regulatory and cooperation system** (a good precedent for other industries do solve problems);
- After constructive and operational cooperation with Economic Enforcement police, Cybercrime division Association signed a Cooperation Agreement with State Police – 15.06.2017
- Association has become an opinion leader in piracy issue (regular wide coverage of issue in national media);

# Statistics of the Police First Half of 2017 = piracy market shrank 20%/ 18 000 households



- 1) 20 checking of cable TV operators;
- 2) Blocking of a very popular pirate internet website with 50 000 unique users (January 2017);
- 3) 4 illegal TV system control purchases;
- 4) 8 started and on-going criminal proceedings;
- 5) Stopped 2 most popular TV streaming services in Latvia;
- 6) Arrest of an organized crime group;
- 7) Constructive work with victims of the crimes, defending local audio visual industry market players.



## Future Plans

- Informative campaign with Patent Office about intellectual property – September 2017;
- Training program for prosecutors and judges about copyright;
- Applications for EU IPO grant for public awareness raising campaigns, 3 lots: 1) children; 2) youth and 3) politicians/decision makers/opinion leaders;
- International cooperation with content owners and involvement of big TV and film studios to protect their rights in our territory – CBS and MGM as level of piracy in OTT sector is still very high. Top 3 «black list» - **1) seasonvar.ru; 2) gidonline.tv; 3) cinemalive.tv**



For Legal Content

*Thank you*

*Dace Kotzeva*

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