

MEDIA RELEASE
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STUDY REVEALS 63% OF AUSTRALIANS ARE LESS LIKELY TO ACCESS PIRATED MOVIES ONCE THEY'RE AWARE OF THE ADVERSE EFFECTS

A study into movie piracy conducted by Neilson NRG in May 2009, involving 1,000 cinema goers aged between 13 and 54, found that 63% of Australians are less likely to access pirated movies once they become aware of the adverse effects on the film and television industry - especially jobs.



Additional research* revealed that 27% of Australians aged 16-64 freely admit to being involved in the pirating of movies and television shows. While 7% of respondents said they were unsure, the remaining 66% of respondents said they had not been involved in film or TV piracy in any way.

Commenting on the findings of the research, the Chair of the Intellectual Property Awareness Foundation (IPAF), Maureen Barron said: "The good news is that most people believe that going to the cinema, buying genuine DVDs and choosing legitimate ways of seeing movies and TV shows is the right thing to do. The challenge is to draw people's attention to the fact that piracy has consequences that impact on everyday Australians – those working in cinemas and DVD stores as well as lighting technicians, make-up artists and drivers in production.

"Fortunately, we're finding that people are responding positively. Education works and good knowledge is a pre-requisite to making an informed choice."

The studies were revealed today at the launch of the Intellectual Property Awareness Foundation (IPAF), which has been formed by film and television industry organisations to promote legitimate forms of screen entertainment and to raise awareness of the value of copyright in films and television shows. The research was commissioned by IPAF to assist with the development of the refresh campaign.

IPAF produces awareness campaigns for Australians that are designed to increase understanding and appreciation of creativity and copyright, and its value in society. The "What Are You Really Burning?" campaign draws attention to the negative

consequences that result from piracy. The refresh of the campaign, which is rolling out nationally in cinemas, DVD stores and on TV, features the popular films "Samson & Delilah", "The Black Balloon" and "Slumdog Millionaire", along with household favourites "Happy Feet" and "Kenny".

Research has also revealed that 13-17 year olds are more likely than older groups to change their views on piracy after being informed about its consequences. IPAF, with the Australian Teachers of Media (ATOM) and Ryebuck Media, created the "Nothing Beats the Real Thing!" secondary schools resource, and have recently run a Youth Challenge for students in Melbourne, with Sydney event planned for September.

The launch also provided a taste of things to come from IPAF, including the development of a new awareness campaign aimed at youth, and a new educational unit for schools - highlighting the value of their local cinema.

Reference

*Newspoll Omnibus September 2008

[ENDS]



ABOUT THE INTELLECTUAL PROPERTY AWARENESS FOUNDATION (IPAF)

IPAF is a film and television industry initiative that serves to promote the value of the industry by raising awareness, understanding and appreciation of intellectual property and its role and value in society.

CONTACT:

For interviews with Maureen Barron and/or Narelle Riley please contact:

Stephen Jenner, PR Adviser.

02 9383 4299 / 0409 776196

sjenner@ipawareness.com.au

www.ipawareness.com.au

