



Asia-Pacific  
Economic Cooperation

**APEC IPR Public Education and Awareness  
Platform Workshop on Effective Strategies for IPR  
Public Education**

**8-10 November 2006**

**PRESENTATIONS**

**APEC Intellectual Property Rights Experts' Group**

**November 2006**

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Organisers:

IP Australia (IP Aus)

Intellectual Property Department, Hong Kong, China (HKIPD)

Intellectual Property Office of Singapore (IPOS)

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**1/F, Grand Ballroom I, Regal Airport Hotel, Hong Kong, China**

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**PROGRAM RUNDOWN**

Wednesday, 8 <sup>th</sup> November 2006 (Day 1)	
9:30	Registration
10:00	<p>Opening Ceremony:</p> <p>Officiating Guests of Honour:</p> <p>(i) Ms CHOI Ying Pik, Yvonne, Permanent Secretary for Commerce, Industry and Technology (Commerce and Industry), Hong Kong, China</p> <p>(ii) Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts' Group</p>
10:20	<p>Theme 1 : The Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries – Challenges and Opportunities</p> <p>Moderator: Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts' Group (5 mins)</p> <p>Speakers:</p> <ol style="list-style-type: none"><li>1. Mr. Jeffrey HARDEE, Vice President, Business Software Alliance Asia (20 mins)</li><li>2. Mr. Stephen SELBY, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China (20 mins)</li></ol>
11:05	Questions & Answers
11:15	Break (Coffee / Tea)
11:35	<p>Theme 2 : Planning and Implementation of Effective IP Public Education / Awareness Campaigns</p> <p>Moderator: Mr. Ian GOSS, General Manager, Business Development and Strategy Group, IP Australia (5 mins)</p>

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	<b>Part 1: Developing Strategies for IP Public Awareness Campaigns</b>  <b>Speakers:</b> <ol style="list-style-type: none"> <li>1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia (25 mins)</li> <li>2. Ms. LEONG May See, Regional Director, IFPI Asian Regional Office (25 mins)</li> </ol>
<b>12:30</b>	<b>Questions &amp; Answers</b>
<b>12:50</b>	<b>Lunch</b>
<b>14:20</b>	<b>Part 2: Effective Use of Communication Tools for Public Awareness Programs</b>  <b>Speaker:</b> Mr. Royce YUEN, Chairman, the Association of Accredited Advertising Agents of Hong Kong (30mins)
<b>14:50</b>	<b>Questions &amp; Answers</b>
<b>15:05</b>	<b>Break (Coffee / Tea)</b>
<b>15:25</b>	<b>Part 3 : Public-Private Partnership in Public Education Program – Sharing of Case Studies on Different Target Audiences</b>  <b>(i) Focus: Small and Medium Enterprises</b>  <b>Moderator:</b> Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia (5 mins)  <b>Speaker:</b> Mr. Stuart McLENNAN, Assistant Director of Marketing and Customer Engagement, IP Australia (30 mins)  <b>Panel Discussion:</b> <ul style="list-style-type: none"> <li>- Moderator + Speaker + 2 Panelists (30 mins) (Panelists)               <ol style="list-style-type: none"> <li>1. Mr. Robin CHIU, Director-General, Federation of Hong Kong Industries</li> <li>2. Mr. WONG Sheng Kwai, Assistant Director-General, Infrastructure Development Division, Intellectual Property Office of Singapore</li> </ol> </li> </ul>
<b>16:30</b>	<b>End of Day 1 Program</b>



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Thursday, 9 <sup>th</sup> November 2006 (Day 2)	
<b>9:30</b>	<p><b>Theme 2 Part 3 : (Cont.)</b></p> <p><b>(ii) Focus: Youth</b></p> <p><b>Moderator:</b> Ms. Pancy FUNG, Assistant Director, Intellectual Property Department, Hong Kong, China (<i>5 mins</i>)</p> <p><b>Speaker:</b> Ms. Jenny WONG, Head of Marketing Division, Intellectual Property Department, Hong Kong, China (<i>30 mins</i>)</p> <p><b>Panel Discussion:</b></p> <ul style="list-style-type: none"> <li>- Moderator + Speaker + 2 Panelists (<i>30 mins</i>) (Panelists) <ol style="list-style-type: none"> <li>1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia</li> <li>2. Ms. Jennifer CHEN, Deputy Director, Customer &amp; Corporate Communications Department, Intellectual Property Office of Singapore</li> </ol> </li> </ul>
<b>10:35</b>	<b>Break (Coffee / Tea)</b>
<b>10:55</b>	<p><b>Theme 2 Part 3 : (Cont.)</b></p> <p><b>(iii) Focus: General Public</b></p> <p><b>Moderator:</b> Mr. WONG Sheng Kwai, Assistant Director-General, Infrastructure Development Division, Intellectual Property Office of Singapore (<i>5 mins</i>)</p> <p><b>Speaker:</b> Ms. Jennifer CHEN, Deputy Director, Customer &amp; Corporate Communications Department, Intellectual Property Office of Singapore (<i>30 mins</i>)</p> <p><b>Panel Discussion:</b></p> <ul style="list-style-type: none"> <li>- Moderator + Speaker + 2 Panelists (<i>30 mins</i>) (Panelists) <ol style="list-style-type: none"> <li>1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia</li> <li>2. Mr. Michael C. ELLIS, Senior Vice President &amp; Regional Director, Motion Picture Association-International</li> </ol> </li> </ul>
<b>12:00</b>	<b>Questions &amp; Answers</b>

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<b>12:15</b>	<b>Lunch</b>
<b>13:30</b>	<b>Transportation</b>
<b>14:15</b>	<b>School Visit – Diocesan Girls’ School (for representatives of APEC Member Economies only)</b>
<b>15:50</b>	<b>End of Day 2 Program</b>

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Friday, 10 <sup>th</sup> November 2006 (Day 3)	
9:30	<p><b>Theme 3 : Measuring the Effectiveness of Public Education Programs</b></p> <p><b>Moderator:</b> Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts' Group (<i>5 mins</i>)</p> <p><b>Speaker:</b> Mr. Marc NICHOLSON, Managing Director of Rocket-X Media Pte. Ltd. (<i>30 mins</i>)</p> <p><b>Panel Discussion:</b></p> <ul style="list-style-type: none"><li>- Moderator + Speaker + 2 Panelists (<i>25 mins</i>) (Panelists):<ol style="list-style-type: none"><li>1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia</li><li>2. Mr. Walter LEE, Vice President, Consulting &amp; Partnering Research, IDC Asia/Pacific</li></ol></li></ul>
10:30	<b>Break (Coffee / Tea)</b>
10:45	<p><b>Theme 4 : Way Forward – Regional Cooperation on Setting Up Common IP Values and Best Practices as well as Sharing of Resources</b></p> <p><b>Moderator:</b> Mr. Peter CHEUNG, Deputy Director of Intellectual Property, Intellectual Property Department, Hong Kong, China (<i>5 mins</i>)</p> <p><b>(i) Demonstration of Online Communication Platform</b></p> <p><b>Speaker:</b> Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia (<i>20 mins</i>)</p> <p><b>(ii) Project Way Forward</b></p> <p><b>Speaker:</b> Ms. Jennifer CHEN, Deputy Director, Customer &amp; Corporate Communications Department, Intellectual Property Office of Singapore (<i>20 mins</i>)</p>

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**PROGRAM RUNDOWN**

	<p><b>(iii) Panel Discussion (30 mins):</b></p> <p>- <b>Moderator + All speakers (Panelists):</b></p> <ol style="list-style-type: none"><li>1. Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia</li><li>2. Mr. Stephen SELBY, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China</li><li>3. Ms. Jennifer CHEN, Deputy Director, Customer &amp; Corporate Communications Department, Intellectual Property Office of Singapore</li><li>4. Mr. Jeffrey HARDEE, Vice President, Business Software Alliance Asia</li><li>5. Mr. Robin CHIU, Director-General, Federation of Hong Kong Industries</li><li>6. Mr. Michael C. ELLIS, Senior Vice President &amp; Regional Director, Motion Picture Association-International</li></ol>
<b>12:00</b>	<b>Questions &amp; Answers</b>
<b>12:15</b>	<p><b>Closing Ceremony</b></p> <p><b>Closing Speech:</b></p> <ol style="list-style-type: none"><li>1. Mr. Stephen SELBY, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China</li><li>2. Mr. Ian GOSS, General Manager, Business Development and Strategy Group, IP Australia</li><li>3. Ms. LIEW Woon Yin, Director-General, Intellectual Property Office of Singapore</li></ol>
<b>12:30</b>	<b>Lunch</b>
<b>14:00</b>	<b>Transportation</b>
<b>15:00</b>	<b>Visit to Customs &amp; Excise Department, Hong Kong, China (for representatives of APEC member economies only)</b>
<b>16:30</b>	<b>Transportation to Regal Airport Hotel / End of Workshop</b>

**APEC IPR Public Education and Awareness Platform  
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Welcoming Speech by Ms Yvonne Choi, JP.

Mr. Sivakant TIWARI, Mr. Ian GOSS, Ms. LIEW Woon Yin,

Honoured guests from the APEC economies! It is my great pleasure to welcome you all to Hong Kong.

Hong Kong is Asia's World City –We are a city that has carved out a niche through international trade in goods and services. Hong Kong is also a vibrant place where creativity flourishes.

Our songs, movies and TV dramas are popular not only in Hong Kong, but also in many Asian countries. Our fashion and jewelry designs are gaining attention in an ever-widening market. We are also establishing ourselves in the fields of computer animation and movie post-production.

Our trading and creative industries are making important contributions to our economy. It is thus easy to see that intellectual property is one of Hong Kong's cherished 'rice bowls'.

Like everyone else in the Asia Pacific Region, protecting intellectual property in Hong Kong is a challenge. Not even the most prosperous among our economies can eradicate piracy and counterfeiting. And if enforcement in our domestic markets is not enough of a challenge, we have to deal with global trading of pirated and counterfeit goods and piracy on the Internet.

Being a small and relatively prosperous territory, Hong Kong has been able to carry out enforcement effectively. We have a large force of Customs Officers who are specialized in working together with rights owners to crack down intellectual property infringements on a commercial scale. Hong Kong Customs also has dedicated teams to monitor Internet piracy activities round-the-clock.

These enforcement efforts are backed up by a comprehensive legal framework for intellectual property protection. We review our legislation from time to time to keep it in line with latest social and technological developments. At present, we are undergoing a major legislative exercise to update our copyright law.

Towards the end of this year, we will launch another public consultation exercise on how we could have more effective copyright protection in the digital environment.

At the same time, we are mindful that just attacking the suppliers of pirated and counterfeit goods without addressing the demand side is not a sustainable policy. There was never a time or place where an activity could be eradicated, if there was an unlimited market demand for it.

This has led us to develop an ongoing and sophisticated public education programme for Hong Kong. Our Intellectual Property Department has built up close partnership with the right owners in Hong Kong on the public education front, with a view to cultivating a culture of respect for intellectual property rights in the community. Different activities are organized ranging from sector-specific programmes such as school-based visits and business-targeted events to territory-wide campaigns such as our recent series of programmes to educate our younger generation against Internet piracy.

Faced with similar issues, Australia and Singapore have also spent many years and a lot of resources on designing and carrying out public education programmes. In fact, all the economies represented here today have valuable achievements in public education that we could usefully learn from. Sharing will enrich us and provide us with new stimuli.

Today's event is particularly significant because APEC has generously supported a joint project sponsored by three economies: Singapore, Australia and Hong Kong.

Speaking on behalf of Hong Kong, China, I want to express, through IPEG Chairman Mr. Tiwari, my warm gratitude to APEC for the support they have rendered to this symposium. Indeed, it bears out APEC's recognition of the importance of intellectual property protection to economic development in the region.

I wish this symposium the greatest success.

Thank You.

**KEYNOTE ADDRESS BY MR S TIWARI, CHAIRMAN APEC IPEG  
AT THE OPENING OF THE APEC IPEG WORKSHOP FOR  
EFFECTIVE STRATEGIES FOR IPR PUBLIC EDUCATION**

Ms CHOI Ying Pik, Yvonne, Permanent Secretary for Commerce, Industry  
and Technology (Commerce and Industry), Hong Kong, China

IPEG colleagues,

Distinguished guests,

Ladies & Gentlemen,

1. A very good morning to all of you. It is my pleasure and honour to be with all of you at this workshop hosted by the Hong Kong Intellectual Property Department (Hong Kong IPD) and co-organised with IP Australia, and the Intellectual Property Office of Singapore (IPOS).
2. It is very often said that “Globalisation is a fact of life”. I cannot agree more with this statement. IPEG colleagues will agree that the effects of globalisation are very keenly felt by all of us in the intellectual property area. As we move towards a knowledge economy, we have our work cut out for us. At the international level, while developing and reforming the different areas of intellectual property, we need to find an equitable balance between securing the

rights of IP owners and maintaining appropriate fair use provisions in the public interest. At the domestic level, intellectual property legislation has to be updated to keep abreast of international developments. We also need to raise awareness and educate our stakeholders to enable them to compete in this new paradigm.

3. The challenge does not end there. The internet and technology advancements have fuelled an unprecedented expression of creativity and innovation around the world. However, they have given rise to a borderless and expansive marketplace that has thrown up new challenges for the traditional, jurisdiction-based IP protection and enforcement systems. Not only must we focus on crippling piracy syndicates dealing in physical goods and in traditional distribution channels, we also now need to deal with infringing intellectual property for themselves by misappropriating IP protected content over the Internet. We need to find new strategies and solutions to deal with this and the work cannot be confined to our national context. It needs to be dealt with at the international level.
4. In November 2005, at Busan, Korea, during the seventeenth APEC Ministerial meeting, ministers from APEC economies agreed to the APEC Anti-Counterfeiting and Piracy Initiative. They further instructed economies to take further steps to build on this Initiative in the coming years, so as to reduce trade in counterfeit and pirated goods, curtail online piracy, and increase cooperation and capacity building in this area.



5. Following this, I have seen the emergence of IPR related initiatives being proposed by several Working Groups. For example the Life Sciences Innovation Forum is conducting Anti-Counterfeiting of Pharmaceutical Products and Medical Devices Training Seminars for Government Officials and relevant stakeholders.
6. At the IPEG, we have also witnessed the introduction of several guidelines to help implement the APEC Anti-Counterfeiting and Piracy Initiative.
7. In the same vein, it is heartening to see this initiative by IP Australia, Hong Kong IPD and IPOS come to fruition. Recognising that public awareness and education is a key step to rally a positive national response to an economy's IP development agenda, this initiative aims to help bolster capabilities amongst the APEC economies on how to design and implement effective public outreach campaigns.
8. For the IP agenda to take root, the public in general needs to take ownership of it. A member of the public needs to know that he is a potential IP creator and it is in his own interest that he respects and rewards IPR. To achieve this, economies need a strategic and holistic outreach and education programme to empower their constituents to fully exploit their creative potential and to derive both social and economic benefits.
9. The experience of economies embarking on an IP development agenda has been to start with strengthened IPR protection and enforcement. For sustainability, they have moved on to address the value that IPR brings to individuals and the economy. Economies

need to understand this developmental cycle and over time, deploy appropriate strategies and tactics in their public awareness and education campaigns. You will also need to develop core professional competencies to carry on the work.

10. Winning over the ground will not happen overnight. It will require sustained efforts with consistent messaging and a keen sense of the ground in order to stay relevant. I therefore applaud the efforts of IP Australia, Hong Kong IPD and IPOS in this regard. I understand that the learning and exchange will not end at this workshop. We can look forward to follow on activities that will build on this programme in the next few years. The objective is to continue support for growing capacity in dealing with the challenges relating to IP awareness and education in our various economies.
11. Finally, I must thank Mr Stephen Selby, Ms Pancy Fung and their able team for their warm hospitality and friendship. I am told that November is the best month to visit Hong Kong as the weather is cool. I therefore urge IPEG colleagues to take this opportunity to take in sights and the beauty that is the “Pearl of the Orient”. Not forgetting, of course, the glorious food.
12. That will be the reward we can look forward to. Before the shopping can begin, we must get some serious work done. It gives me great pleasure therefore to declare the workshop officially open. I wish you all, a very fruitful exchange over the next three days. Thank you.

# **The Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries – Challenges and Opportunities**

**Jeff Hardee**  
Vice-President and Regional Director  
Asia



## Who is the Business Software Alliance?

- A non-profit organization promoting a safe and legal digital world
- BSA educates consumers on software management and copyright protection, cyber security, trade, e-commerce and other Internet-related issues
- Founded in 1988
- Presence in over 85 countries worldwide

# BSA Global Members

McAfee<sup>®</sup>

IBM<sup>®</sup>



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DELL<sup>™</sup>

BENTLEY

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Securing the Internet

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## BSA Regional & Local Members in Asia





# **Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries – Challenges and Opportunities**

## **Need to Communicate:**

- **Piracy is widespread and harmful**
- **IP protection drives innovation**
- **What is IP?**
  - **What is a copyright?**
  - **What does the law protect?**
  - **What are the penalties?**
- **How to manage software**
- **Consequences of not respecting IP**

# **Piracy is Widespread:**

## **2005 Global PC Software Piracy**

- **Total PC software installed on computers** **US\$94 billion**
- **Total PC software paid for** **US\$60 billion**
  
- **Total PC software loss** **US\$34 billion**
  - ✓ **Up from US\$33 billion in 2004**
  
- **In Developed World\***
  - Legitimate market** **US\$54 million**
  - Pirated market** **US\$22 million**
  
- **In Emerging Economies**
  - Legitimate market** **US\$6 million**
  - Pirated market** **US\$12 million**

\* Assumed to include US, Canada, Western Europe, Australia, New Zealand, Japan, Hong Kong, Singapore, South Korea and Taiwan



## PC Software Piracy By Region

	<b>2005</b>	<b>2004</b>
■ Central/Eastern Europe	69%	71%
■ Latin America	68%	66%
■ Middle East/Africa	57%	58%
■ <b>Asia Pacific</b>	<b>54%</b>	<b>53%</b>
■ Western Europe	35%	34%
■ North America	22%	22%
■ Worldwide	35%	35%

Country	2005	2004	2005 Losses (\$M)	2004 Losses (\$M)
Vietnam	90%	92%	\$38	\$55
China	86%	90%	\$3,884	\$3,565
Indonesia	87%	87%	\$280	\$183
Pakistan	86%	82%	\$48	\$26
Thailand	80%	79%	\$259	\$183
Other AP	82%	76%	\$29	\$63
India	72%	74%	\$566	\$519
Philippines	71%	71%	\$76	\$69
Malaysia	60%	61%	\$149	\$134
Hong Kong	54%	52%	\$112	\$116
South Korea	46%	46%	\$400	\$506
Taiwan	43%	43%	\$111	\$161
Singapore	40%	42%	\$86	\$96
Australia	31%	32%	\$361	\$409
Japan	28%	28%	\$1,621	\$1,787
New Zealand	23%	23%	\$30	\$25
Regional Average/Total	54%	53%	\$8,050	\$7,897



# Types of Software Piracy

## **Organizational end-user piracy**

- Businesses and organizations using pirate or unlicensed software in the office.

## **Hard disk loading**

- Loading of illegal copies of software onto the hard disk of computers by computer sellers

## **Retail Piracy**

- Sale of pirated software on a retail level

## **Software Counterfeiting**

- Illegal manufacture and distribution of software

## **Internet Piracy**

- Unauthorized downloading/uploading of software, Internet sites offering infringing software, unauthorized sharing of files

# Regional Launch Piracy Study

## 港盜版軟件問題惡化

### 海關打擊不力 經濟損失逾八億

【本報訊】近年海關積極打擊盜版電腦軟件，但未能改善本港盜版軟件肆虐情況。一項全球調查發現，多個國家與地區05年使用盜版軟件比率下跌，惟獨香港是少數不跌反升的地區。負責調查機構指有關本港的調查結果令人失望，反映海關在打擊盜版軟件不力，造成經濟損失逾八億元。

#### 只顧打擊非法下載

商業軟件聯盟（簡稱商盟）去年調查全球97個國家或地區後發現，多達51個國家的盜版軟件在市場佔有率均錄得輕微跌幅，只有包括香港在內的19個國家或地區出現上升。雖然如此，盜版軟件仍然肆虐全球，估計全球35%已安裝在電腦的軟件均屬盜版，數字與04年相若；去年因盜版軟件造成的全球經濟損失，更高達2675.17億元。

負責調查的商盟副總裁J. Hardee表示，雖然盜版軟件去年在亞洲市場佔有率上升了1%，但中國、印度等擁有龐大

個人電腦市場的國家，其盜版軟件情況均有改善，數字上升主要是因為中、印兩國入口個人電腦的比例較高，故此在統計上拉高了整個亞洲區的平均數字。

反觀香港，盜版軟件在市場的佔有率由前年52%增至去年54%，經濟損失多達8.74億元。商盟（香港）聯席主席雷碧玉指，結果令人失望。J. Hardee表示，內地政府有專人監控企業使用軟件情況，但港府只顧打擊網上下載非法軟件及零售盜版軟件。

#### 中小企協會不認同

工商及科技局發言人回應稱，港府一直致力打擊盜版軟件活動，自從2001年修訂《版權條例》，使用盜版軟件者即屬違法後，海關至今先後發現118間公司違例，並拘捕250人，其中47宗個案被定罪。香港中小型企業聯合會會長余繼標不認同本港盜版軟件問題惡化，他稱本港公司重視知識產權，商盟應作澄清。



■商業軟件聯盟指，亞洲區整體電腦軟件盜版情況已有改善。

#### 05年亞洲10大盜版軟件地區

國家 / 地區	盜版軟件市場佔有率 (與04年比較)	造成經濟損失
越南	90% (↓ 2%)	2.96 億元
印尼	87% (不變)	21.84 億元
中國	86% (↓ 4%)	302.95 億元
巴基斯坦	86% (↑ 4%)	3.74 億元
泰國	80% (↑ 1%)	20.2 億元
印度	72% (↓ 2%)	44.15 億元
菲律賓	71% (不變)	5.93 億元
馬來西亞	60% (↓ 1%)	11.65 億元
香港	54% (↑ 2%)	8.74 億元
南韓	46% (不變)	4 億元

資料來源：商業軟件聯盟



# Regional Launch Piracy Study

## Summary of Press Coverage in Asia

### Clips

Print	100
Online	330
TV/Radio	20
Total	450

### Media Impressions

Print	58,841,952
Online	1,200,275,364
TV/Radio	18,738,930
Total	1,277,856,246



## **IP Protection Drives Innovation:**

### **IDC Economic Impact of Software Piracy**

- 2005 IDC economic impact study showed a lower software piracy rate will:
  - stimulate economic activity
  - Create jobs
  - Generate tax revenue
  - Increase software production, marketing, R&D and better products, which spurs increased demand
- IT sector in countries with lower piracy rates contribute a larger proportion to the GDP



## What a 10-point drop in piracy in AP could mean

- Directly contribute an additional US\$135 billion to Asia's economies
- Create 2 million new jobs
- Generate another US\$14 billion in taxes
- Increase revenues to local vendors by US\$106 billion



# Asia Pacific Summary

	2004 IT Sector (m)	2004-2009 Growth	2004-2009 growth w/ Piracy Reduction	2005 Piracy Rate
Japan	103,401	13.0%	19.7%	28%
China	27,520	85.3%	209.1%	86%
Australia	19,053	30.0%	38.8%	31%
Korea	12,529	40.4%	47.8%	46%
India	7,377	136.6%	164.50	72%
Taiwan	6,175	13.4%	17.8%	43%
Singapore	3,713	18.5%	24.5%	40%
Hong Kong	3,284	20.8%	27.0%	54%
New Zealand	2,959	29.0%	35.6%	23%
Malaysia	2,902	77.1%	91.2%	60%
Thailand	2,348	64.3%	90.5%	80%
Indonesia	1,673	79.3%	152.3%	87%
Philippines	1,070	80.6%	94.9%	71%
Vietnam	509	107.8%	169.3%	90%
Total	194,529	33.9%	59.1%	54%



# **Critical Role of IP Public Education**

- **What is IP**
  - **What is a copyright?**
  - **What does the law protect?**
  - **What are the penalties?**
- **How to manage software**
- **Consequences of not respecting IP**



# Success factors

- IP public education is an important part of our anti-piracy drive
- Successful campaigns have largely been as a result of joint efforts with key government agencies and partners
- Draw attention to new legislation
- Educate businesses on SAM
- Promote hotline
- Publicize enforcement



# Example from Singapore

In 2005...

Copyright Law changes took effect on January 1

## Objective

**Create awareness**

**Maintain pro-business and industry, pro-IPR stand**

- Coordinate publicity efforts with IPOS/government bodies and trade associations where goals align

# **Radio Clip – Get Ready for New Law**

Intellectual Property Office of Singapore  
and BSA SAM seminar in Sept 2004





# Radio Clip



Radio commercial for March 2005 SAM  
Seminars

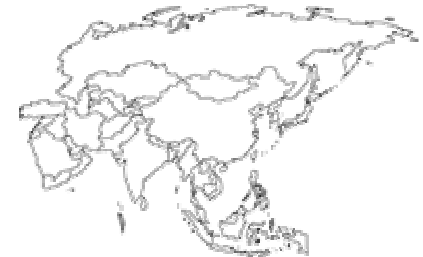


# Activities in Singapore

- BSA/IPOS/IP Task Force SAM seminars & licensing clinics
  - March 10 & 14, 2005
  - November 14 & 15, 2005
  - November 2, 2006
- BSA educational DM campaigns:
  - June 22, 2005
  - August 12, 2005
- BSA media roundtable: “How ready are Singapore businesses?”
  - August 4, 2005

## PR/Marketing Activities in Region

- 49 SAM seminars attracting 7,200 participants in 2005
- Lead generation campaigns launched in 10 cities in China
- Direct Mailings to thousands of businesses
- Examples of country campaigns
  - Philippines:** Pilipinas Anti-Piracy Team
  - Malaysia:** “Ops Tulen Korporat”
  - Korea:** “Talala” Campaign
  - Region:** Right Click Campaigns



# Direct Mailer

What every business  
needs to know about  
software and  
Singapore's amended  
copyright act



## 1 What does the current law say about software piracy?

Under Singapore's amended Copyright Act, which came into effect on January 1, 2005, it is now a **criminal offence** for businesses or corporations to **willfully** infringe copyright for commercial advantage.

A person or company will be deemed to have done an act for commercial advantage if the act results in a direct advantage, benefit, or financial gain for a business or trade carried on by that person or company.

This means that **it is now a criminal offence to use unlicensed or pirated software in the workplace.**

## 2 What are the penalties for companies caught flouting the law?

First time offenders can face a fine of up to **\$520,000**, or **imprisonment of up to six months**, or both. Repeat offenders face a fine of up to **\$550,000**, or imprisonment of up to three years, or both. In addition, the amended Copyright Act now allows for the copyright owner in a civil action to **elect** for an award of statutory damages against an infringer of up to **\$510,000** for each work infringed and **up to \$520,000 in aggregate**. Even greater amounts may be awarded if the copyright owner can prove that the actual loss suffered by him is greater.

For more information on Singapore's amended Copyright Act, please visit [www.newslaws.org.sg](http://www.newslaws.org.sg).

## 3 Who is liable if a company is found guilty?

Under Singapore's amended Copyright Act, where a partnership is guilty of such an offence, **every partner** in a partnership is also guilty of the offence and **liable** to be proceeded against and punished accordingly, **unless** that partner is proven to have been ignorant of, or who has attempted to prevent the commission of the offence.

In relation to a body corporate, the **director, manager, secretary or other similar officer of the body**, or any person purporting to act in any such capacity, may be guilty of the offence and liable to be proceeded against and punished accordingly if the offence is proved to have been committed with his or her consent or connivance.

It is therefore very important that partners and business leaders take **active steps** to ensure that **only legal and licensed software** are used within their organizations.

## 4 Who will enforce the new Copyright Offences?

Like any other offence, the Singapore Police Force and the Public Prosecutor will typically be involved in the enforcement of the new Copyright Offences. Accused persons and entities will face criminal prosecution in a Court of Law.

BSA Anti-Piracy Hotline (1800-33-33-888)  
[www.bsa.org/singapore](http://www.bsa.org/singapore)

## 5 What are my responsibilities as a software user?

Your first responsibility as a software user is to **use only original and licensed software**. Software may be used **only** in a manner as permitted in the accompanying licence agreements. You must ensure that every copy of any software used on every computer has been authorized for such use by the copyright owner. The licence agreement is your guide as to what use is permitted.

Typically, a licensed copy of a program can be installed and used on **only one** computer at any one time. There may sometimes (but not always) be provisions allowing you to make a backup copy for archival or disaster recovery purposes.

If you don't comply with the terms of the licence — for example, by installing the same copy of a single-user program on several computers — you are committing software piracy, and you and/or your business/company face the **risk of criminal and/or civil proceedings**.

It is therefore very important that you familiarize yourself with the terms of the licence agreement, and abide by them.

## 6 What is under-licensing? Is it a form of software piracy?

Under-licensing takes place when a user installs more copies of a software program than he is entitled to under his licence agreement, for example, a company with only one licence installing the software on five computers.

**Under-licensing is a form of software piracy.**

## 7 What is software piracy, and what forms of software piracy are there?

Software piracy is the reproduction, distribution, use or other infringement of the copyright in a software product without the permission of the copyright owner. **Software piracy is theft** — stealing someone else's original idea and product.

Software piracy comes in the following forms:

- **End user piracy** — end users who are utilizing unlicensed software on their systems, or who have installed more copies than they are entitled to under their licence agreements (**under-licensing**).
- **Hard disk loading** — computer dealers pre-installing legal copies of software onto computers prior to sale. Some dealers use one legally acquired copy but install it on many machines. These computers are usually sold without any form of licensing documentation or disks.
- **Software counterfeiting** — the illegal duplication and sale of software in a form that is almost identical to the genuine product.
- **Client-server overuse** — when too many employees on a network use a central copy of a program at the same time than stipulated under licence agreements.
- **Internet piracy** — the latest and fastest growing form of software piracy. Software programs are placed by third parties on the Internet for downloads free of charge or for a fee. Pirates tend also to use the Internet as a means of advertising to solicit sales.

## 8 How can I address under-licensing and the use of unauthorized or pirated software in my company?

To prevent under-licensing or the use of infringing software, you should put in place a robust **software asset management, or SAM, process** within your organization.

BSA Anti-Piracy Hotline (1800-33-33-888)  
[www.bsa.org/singapore](http://www.bsa.org/singapore)



# Example from Philippines



- Government-driven campaign composed of NBI, OMB and PNP, in cooperation with IP Coalition and BSA
- Goal : To drive down software piracy in the Philippines and promote the use of licensed software
- 30-day countdown from Aug. 17 to Sept. 15, 2005
- Crackdown – Sept. 16, 2005



# PAPT



## PRE-COUNTDOWN

- Held a Software Copyright Seminar for enforcement agencies
- Produced branded jackets, t-shirts, vests which the raiding team wore during enforcement actions and press conferences

## 30-DAY COUNTDOWN

- Aug. 17 – Sept. 15, 2005
- 30-day announcement ad in 3 major national dailies & 2 leading Cebu dailies
- Press conference & MOU signing on Aug. 24, 2005



# PAPT



**WARNING!**  
You have 30 days from today to legalize your software

**PILIPINAS ANTI-PIRACY TEAM**

Statistics show that 71% of PC software being used in the Philippines in 2004 was illegal.\* Losses due to piracy amounted to P 3.7 billion last year, depriving the country of additional revenues and new job opportunities. This is a major blow to the development of the local information and communications Technology (ICT) sector and has posed a threat to the country's economy.

**OPLAN CRACKDOWN**

Various government agencies and private sector representatives have joined hands to stop the prevalence of software piracy among businesses.

All businesses engaged in the use or distribution of illegal software are warned – you have 30 days to legalize your unlicensed software and to stop selling pirated software.

**NATIONWIDE CRACKDOWN STARTS SEPTEMBER 16**

Starting September 16, the Pilipinas Anti-Piracy Team will begin a series of raids against companies that continue to use, sell or distribute unlicensed software. Those found guilty of violating the Intellectual Property Code or the Optical Media Act may face imprisonment of up to nine years.\*\*

Call Centers, Business Process Outsourcing, Banking and Finance, Telecommunications, Insurance, Manufacturing, Retail and Business Enterprises, IT Services, Development, Construction, Travel, Shipping, Broadcast, Printing, Publishing, Chemicals, Management Services, Animation, Advertising, Engineering.

**ACT NOW BEFORE IT'S TOO LATE!**

\*PPI BSA-IDC Global Software Piracy Study  
\*\*Intellectual Property Code of the Philippines (RA 8293) and Optical Media Act (RA 8238)

**National Bureau of Investigation**  
**Optical Media Board**  
**Philippine National Police**



**P1 MILLION REWARD**

**PILIPINAS ANTI-PIRACY TEAM**

**Help the Pilipinas Anti-Piracy Team. Report companies using pirated software and get a reward of up to P1 million\* from the BSA.**

**Fight piracy. Make that call now!**

**BSA anti-piracy hotlines:**  
819-5897 (Metro Manila)  
1-800-1-888-8787 (outside Metro Manila)  
Log on to [www.bsa.org/philippines](http://www.bsa.org/philippines)

\*Terms and conditions apply

**BSA**  
BUSINESS SOFTWARE ALLIANCE

**In cooperation with:**  
Department of Trade and Industry  
National Bureau of Investigation  
IP Coalition  
Optical Media Board  
Intellectual Property Office  
Philippine National Police



**PILIPINAS ANTI-PIRACY TEAM**

**ONLY 7 days left before CRACKDOWN begins.**

Starting September 16, the **Pilipinas Anti-Piracy Team** will start its series of raids against companies that continue to use unlicensed software.

**Don't wait for them to come to you. Make sure you have legalized your software.**

**National Bureau of Investigation**  
**Optical Media Board**  
**Philippine National Police**  
**IP COALITION**



# PAPT

PHILIPPINE DAILY INQUIRER

THURSDAY, AUGUST 25, 2005

## METROBRIEFS

### Pirates, beware!

PROMISING to strike hard after the countdown, a new anti-piracy team had this message to companies using pirated computer software for business, a crime that crippled the local software industry by P3.7 billion in lost profits last year. The Pilipinas Anti-Piracy Team, an inter-agency effort against software piracy, debuted yesterday afternoon, vowing an all-out nationwide countdown against companies using counterfeit computer software by mid-September. "We are hoping that with this new drive, we could create a greater impact against piracy on the streets," said Edu Manzano, chair of the Optical Media Board (OMB), an agency tasked to wipe out the lucrative piracy industry in the country. Apart from the OMB, other agencies involved in the effort are the National Bureau of Investigation, the Philippine National Police, the Intellectual Property Coalition, and the Business Software Alliance (BSA). The BSA also offered a reward of P1 million to those who can help them pin down companies illegally using software. For those living in Metro Manila, BSA may be reached through 819-5897. Or call the toll-free number 1-800-1-888-8787 to report suspected users of pirated software.



Tarra V. Quismundo

## Super team vs software piracy formed

BY RORY VISCO  
Contributor

A "super team" of law enforcement officials tasked to once and for all curb software piracy in the country was launched recently.

Composed of the National Bureau of Investigation (NBI), the Philippine National Police (PNP), the Optical Media Board (OMB) and the Intellectual Property Coalition (IP Coalition), the coalition is dubbed "Pilipinas Anti-Piracy Team". Backing up the new team is the Business Software Alliance (BSA), the global organization that promotes the use of licensed software.

At a press conference that marked the forming of



Super Team members: (L-R) B. Hardee, NBI Assistant Director; PNP Director General Arturo La... this new team, OMB Chair Edu Manzano expressed renewed hope in the fight

A18 Business SunStar Cebu Thursday, August 25, 2005

## IT firms put up P1-M bounty on pirated software users

AN ASSOCIATION of

is launched the incentive program to put a stop to software piracy which hurts the local and global information and communications technology sector.

BSA is a non-profit international association of the world's leading software manufacturers like Microsoft,

Symantec and Adobe.

With the National Bureau of Investigation, Optical Media Board and the PNP the Pilipinas Anti-piracy Team warned that starting Sept. 16, a series of raids will be conducted nationwide on companies that continue to use, sell or distribute unlicensed software.

Those found guilty of violating the Intellectual Property Code (RA 8293) or the Optical Media Act (RA 9239) may face imprisonment of up to nine years.

"It's a good effort and I think it's about time that we get serious about it," said

Wilson Tan, president of the Association of Computer Businesses of the Philippines-Cebu chapter yesterday.

However, Tan said that this anti-piracy thrust should be extended to other products covered by Intellectual Property Rights like DVDs, VCDs, and designs, among many others.

"Companies should be willing to make a budget for the software that they would use in their offices. It would cost a bit but that's the legal way," he told SunStar Cebu.

Tan, who is also the proprietor of Thinking Tools

Inc. added, though, that it's still the end-users who will decide if they buy licensed software or not.

"Those who want to continue violating should be ready for the consequences," he said.

Open source software is also an option. "It would require some skills, though, but it can be a good option if they don't want to invest in Microsoft software," he added.

According to a BSA-IDC global software piracy study, 71 percent of PC (personal computer) software being used in the Philippines

For his part, PNP Director General Arturo Lomibao said this nationwide campaign include the forming of composite team around the country, including agents from the NBI regional offices. He said that in the campaign, the NBI will do the intelligence work, the OMB and the IP Coalition will do the validation of the confiscated media, and the PNP will be the ones to enforce the law. "This partnership would make the conduct of operations against software pirates more effective and efficient," he said.

The campaign started with countdown phase that began August 16 and will end September 15, to be followed by a crackdown phase where raids will be conducted against software copyright violators nationwide. Companies are expected to comply in terms of use of licensed software prior to the crackdown. Reporting of software piracy cases can be done via the BSA hotline 811



DRIVE VS. SOFTWARE PIRACY - The National Bureau of Investigation (NBI), the Optical Media Board (OMB), and the Philippine National Police (PNP), with the support of the Business Software Alliance (BSA) and the Intellectual Property Coalition, have banded together to form the Pilipinas Anti-Piracy Team, a government-driven campaign that aims to reduce software piracy in the country. The team announced a 30-day countdown until September 15 for companies to legalize their unlicensed software or to stop selling pirated software. In photo during the launch are (from left): Jeffrey Hardee, BSA vice president and regional director; NBI Assistant Director Nestor Mantaring; OMB Chairman Edu Manzano, Director General Arturo Lomibao, PNP chief; and John Lesaca, IP Coalition chairman.



## Example from Malaysia



Aimed at promoting the effective management of software in corporations, thereby ensuring the use of original and licensed software in the workplace.



# Ops Tulen 2005 Korporat

Three key elements :

- **Audit** – Companies were encouraged to conduct a software audit of all computers and submit results to the BSA to receive a 2-year immunity from BSA initiated enforcement actions.
- **Legalize** – Companies to obtain adequate and correct software licenses for all computers
- **Crackdown** – Nationwide crackdown against companies still using pirated or unlicensed software by the Ministry of Domestic Trade and Consumer Affairs



**2006  
OPS  
TULEN**  
KORPORAT & SME

**NATIONWIDE**

**APRIL  
30<sup>th</sup>**

**THE PRICE YOU WILL PAY for using unlicensed software in your business is IMPRISONMENT!**

REMEMBER:



**1 AUDIT**

Conduct a software audit of all computers and users to receive a 1 YEAR IMMUNITY from BSA-initiated raids.\*



**2 LEGAL USE**

Obtain adequate and correct software licenses for all your computers and users.



**3 CRACKDOWN**

Nationwide crackdown against companies still using unlicensed software.

**DEADLINE: Submit your audit report to BSA by 30 April 2006.**

**PENALTY:**

Under the Copyright Act 1987, offenders including **DIRECTORS AND SENIOR MANAGEMENT** can be fined from **RM2,000 TO RM20,000 FOR EACH UNLICENSED COPY** and/or face **IMPRISONMENT OF UP TO 5 YEARS.**

**Need info? Want to report piracy?**

- To enquire about software auditing, call the **BSA Software Audit Enquiry Line: 03-2164 4217**

- To report software piracy, call the **BSA Anti-Piracy Hotline:**  
Central xxxxxxxx  
Northern xxxxxxxx  
Southern xxxxxxxx  
East Malaysia xxxxxxxx  
Toll Free 1800-887-800  
- Or visit **www.bsa.org/malaysia**

- To download BSA Audit Form and get more information, visit **www.bsa.org/malaysia**

\*Subject to Terms and Conditions.





Ministry of Economic Trade  
and Consumer Affairs

Audit Mailer


### NATIONWIDE CRACKDOWN

**Legalise your software before it's too late.**


The Ministry of Domestic Trade and Affairs (MOTCA) has launched 2006 Open Telenor Corporate & SME, an emergency operation on all companies. The Business Software Alliance (BSA) with the support of the Ministry are encouraging all companies to conduct software audits of all computers including servers and users to ensure it is properly licensed and submit it to the BSA Software Audit Programme 2006. The deadline to ensure your software is fully licensed and participate in the BSA Software Audit Programme 2006 is 30 APRIL 2006.


**PENALTY:**  
Under the Copyright Act 1987, offenders including DIRECTORS AND SENIOR MANAGEMENT can be fined from RM2,000 to RM50,000 FOR EACH UNLICENSED COPY and/or face IMPRISONMENT OF UP TO 5 YEARS.



**QUALITY**  
Conduct a software audit of all your computers and servers to ensure compliance with software licensing laws.



**LEGALISE**  
Obtain adequate and correct software licenses for all your computers and servers.



**CRACKDOWN**  
Minimise company's exposure to legal action by ensuring compliance with software licensing laws.

**Need info? Want to report piracy?**

To enquire about software auditing, call the BSA Helpline: 03-2164 4217

To report software piracy, call the BSA Helpline: 03-2164 4217

To download BSA Audit Form and get more information, visit [www.bsa.org/malaysia](http://www.bsa.org/malaysia)

### WARNING NOTICE

APRIL 30<sup>th</sup>

ATTENTION BUSINESS OWNERS & SENIOR MANAGEMENT!

If you are still using pirated or unlicensed software in your place of business, action will be taken against you soon.

Program Centre for BSA Software Audit Programme P.O. Box 5550, Kelana Jaya, Petaling Jaya, Selangor, Malaysia.

## 5 Simple Steps to Software Asset Management

### Steps 1 – 2 Get Compliant

#### Step 1:

##### Perform a Software Audit

Conduct a check of all computers (including servers) to find out what software has been installed and are in use by each user. Record each software's serial/license number, version (i.e. 2004, Enterprise, Academic, Upgrade, etc) and license type (OEM, retail pack, etc). ATTACHED: BSA Software Audit Form 2006 to be submitted by 30 April 06.

#### Step 2:

##### Match Software with Licenses

Match the license/serial numbers of installed software with licenses owned by your company. Ensure you have ALL the proper documents to prove license ownership for each:

- original CD/Diskette
- printed copies of license agreements (including server client access license agreements)
- original manuals/user guides
- dated receipts/invoices

Any discrepancies should be corrected by purchasing adequate licenses.

### Steps 3 – 5 Remain Compliant

#### Step 3:

##### Set Policies and Procedures

Appoint a "software asset manager" to centralise software purchase and distribution, tracking and storing of all license documentation (i.e. serial numbers, user manuals, receipts, etc). FREE: CEO Directive Memo, Employee Compliance Statement, Notice Board Posters, Software Use & Purchase Policy Templates at [www.bsa.org/malaysia](http://www.bsa.org/malaysia).

#### Step 4:

##### Create and Update your Software Asset Database

Create a software asset database with the audit detail above. Review database occasionally to keep track on software needs (i.e. upgrades needed, software no longer needed etc). FREE: Employee Software Need Questionnaire at [www.bsa.org/malaysia](http://www.bsa.org/malaysia).

#### Step 5:

##### Ongoing Tracking and Management

Repeat steps 1 – 4 every 6 months to manage and maintain software compliance.

## WHY SAM AND NOT JUST SOFTWARE AUDIT:

With the full software asset management process implemented, you will benefit from better use of the IT budget through more informed purchasing decisions, greater productivity from a better integrated software set up, and reduced risks that comes with having inadequately licensed software such as virus attacks, limited software support, and prosecution by the law. SAM helps you get and REMAIN compliant.

## WHAT SAM IS NOT:

- SAM is more than just a software audit - though a software audit is the first part of the SAM process
- SAM is more than just a tool - it is a process to get and remain compliant though there are free and payable SAM tools that aid the process
- SAM is not just a ONE time deal - it is an on going process to ensure you remain compliant after you have done the initial software audit
- SAM is not just IT department's responsibility - it requires management endorsement and employee sign-off

## MULTIPLEXING DOES NOT NECESSARILY REDUCE SOFTWARE LICENSES:

The use of multiplexing devices (pooling, dumb client, thin client = hardware that reduces number of CPUs/ PCs/ input devices) DOES NOT necessarily reduce the number of software licenses required. Please refer to the specific licensing terms or product usage rights accompanying your software. Contact the respective BSA member company in question for more details or call the BSA Software Audit Enquiry Line at 03-2164 4217.

## BEWARE OF SOURCES SELLING CHEAP SOFTWARE ONLINE:

Protect yourself and your company when looking to purchase software especially online. Beware of sources selling cheap software disguised as "on sale" or "OEM software" - if the deal seems too good to be true, it probably is. Avoid spam email software offers which pass themselves off as legitimate. It is always good practice to only purchase from a reputable local source / reseller. For more tips on purchasing software online, visit [www.bsa.org/malaysia](http://www.bsa.org/malaysia) and click on "Right Click".





# Example from Korea

## “Talala” Campaign

- A Korean word, meaning “It may get you into trouble”
- Famous local comedian – MS Park designated BSA Ambassador
- Tactics
  - Launch “Talala” song and music video
  - Launch campaign poster
  - Launch i\*concert
  - Launch “44” Day Anti-Piracy Day (with gov’t)

# Poster



Campaign posters with the message, 'Piracy will get you in trouble' were distributed to media



# i\*concert

- i\*Concert?

Korea's largest and most famous public concert organized by the Korea Music Association, involving the top local singers.

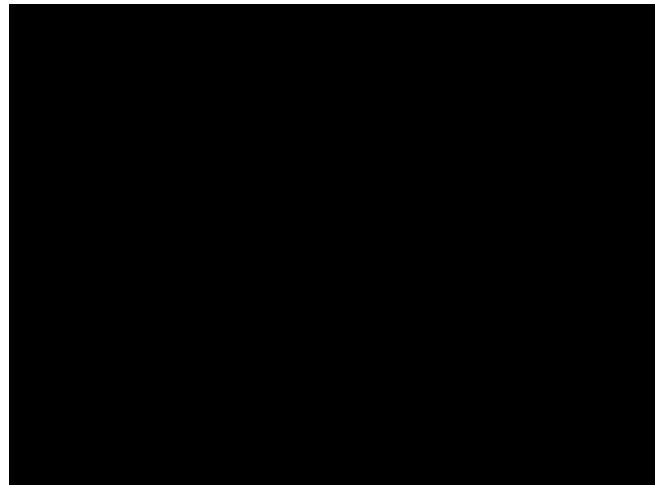
- What BSA Korea did:

- Organized the opening show, highlighting the importance of stopping piracy and using licensed software
- Distributed posters with photos of BSA Ambassador





# **“Talala” song and music video**







## Korea 44 (辭寫) Day Launching (“BSA Anti Piracy Day”)

- Title: 44 Day - Anti Piracy Day - Declaration
- Background – Declaration that April 4 of every year would be anti piracy day. Reason – April 4, or ‘44’ could mean ‘Rejection of Piracy’ in Korean and Chinese. ‘44(四四)’ => ‘辭寫’.
- Organized by BSA Korea
- Sponsored by National Assembly, Korea Music Association
- Media attendance: 60 journalists from 42 media

## 44 (辭寫) Day Declaration – Anti Piracy Day





# TV Ad in Hong Kong





# Software watchdog offers amnesty

## Firms using pirated gear given chance to legalise systems

Norma Connolly

A software piracy watchdog is offering a six-month "amnesty" from civil prosecution for businesses that use pirated or unlicensed software if they join a programme to legalise their systems.

The Business Software Alliance is calling on businesses to take stock of their software and acquire legiti-

licences for software that they possess illegally.

More than half of the software used in Hong Kong is pirated, according to a survey carried out by the alliance in May, representing a loss of more than US\$112 million.

"We strongly urge companies to participate in this unique and limited-period programme to get their house in order and remedy any

no specific operation to clamp down on offenders was planned at the end of the six-month amnesty.

But he said customs would continue to investigate reports of illegal software use and companies could still face criminal liability, even if they signed up for the alliance programme. The Department of Justice would decide if prosecutions should be carried out. He added



**BAD BUSINESS**

	Arrests*	Convictions*
Company director	99	8
Owner	13	3
Staff	72	3
<b>Total</b>	<b>184</b>	<b>14</b>

\* For possession of pirated software since 2001  
SCMR Graphics Source: Customs

making themselves known to the alliance, the association's director of anti-piracy, Tarun Sawney, said many businesses were unaware they were running pirated software and the programme offered them a chance to clean up their systems.

"Some companies deploy counterfeit or unlicensed software onto their computers without knowing the serious consequences that can arise," he said.

Director of Intellectual Property Stephen Selby said authorities were constantly working to stamp out

Small and Medium Enterprise Association president Simon Shi Kai-bui said he did not expect the programme to be overly successful because, despite the alliance survey, few businesses used pirated software – and if they did, they would need financial incentives to buy legal software.

"Our association fully supports this project," he said. "I think some people will join, but not so many."

TALKBACK



商 業 軟 件 行 動  
 Genuine Business Software Campaign

香港特別行政區政府知識產權署  
 The Government of the Hong Kong Special Administrative Region  
 Intellectual Property Department

BSA®  
 BUSINESS SOFTWARE ALLIANCE

商 業 軟 件 行 動  
 Genuine Business Software Campaign

# Example from India

BSA-Nasscom anti-piracy film clip





# Right Click Campaigns

- To educate on responsible use of Internet
- Conducted in:
  - China
  - Hong Kong SAR
  - Malaysia
  - Philippines
  - Singapore
  - Taiwan
- Partners – Government and other 3<sup>rd</sup> Parties



BSA - Right Click Campaign - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.bsa.org/singapore/events/rightclick/index.cfm


Promoting a safe and legal digital world

SEARCH  
FIND

ABOUT BSA  
NEWS ROOM  
PUBLIC POLICY  
ANTI-PIRACY INFORMATION  
BSA ACTIVITIES  
**> Right Click Campaign**  
REPORT PIRACY

**World Destination Page >> Singapore Home >> BSA Activities >> Right Click Campaign**

### Right Click Campaign




Right Click is a BSA-initiated consumer protection and awareness campaign directed at those who surf the Internet.

The Internet has greatly enhanced our abilities to gather information, communicate and engage in e-commerce, but many people have exploited the potential of the online world for illegal activities and made it an instrument for fraud, theft, software piracy and a tool through which they can harm your computer and compromise valuable personal and/or mission critical data.

Right Click aims to educate computer users on how to become responsible Internet users, protect themselves from the very real threats that exist on line, and to respect intellectual property rights.

Right Click was launched in Singapore on 7 September 2006 together with partner organizations: 1-Net Singapore, eBay Singapore, MediaCorp Technologies, The National Internet Advisory Committee, Pacific Internet Singapore, and Singapore Information Technology Federation

Partner Organizations:



**RIGHT CLICK RESOURCES:**

- [Fact Sheet on Internet Piracy](#)
- [Tools for Internet Users](#)
- [Kid's Guide to Online Safety](#)
- [Cyber Safety Glossary](#)
- [Security Software](#)
- [Partner Organizations](#)
- [Additional Partner Organization's Resource](#)

Done

start

BSA - Right Click Cam...

6:38 AM

## China Right Click

### Target Audience

- Youth community
- Netizens

### Tactics

- Children's Drawing Competition
- Right Click micro-site
- Joint press conference with third party

### Results

- Nearly 30,000 online game registrations
- 20,000 page views
- 278 media clippings monitored



## Campaign micro-site





## “正确点击,无忧冲浪”网络安全教育项目启动

6月26日,商业软件联盟(Business Software Alliance, BSA)在北京可创铭佳艺苑启动了主题为“正确点击,无忧冲浪”(Right Click Campaign)的网络安全教育项目。这个项目是商业软件联盟在亚洲地区开展的重要宣传教育活动之一,专门面向互联网上网人群,尤其是青少年群体,旨在教育电脑用户成为负责任的互联网用户,保护自身免受来自网络的现实威胁,同时倡议大家尊重网络知识产权。此项目在国内举办正值国务院最近颁布的《信息网络传播权保

护条例》即将实施之际,因此具有特殊的意义。活动得到了国家版权局、中国互联网协会、YMCA以及eBay、Yahoo、Microsoft和百度等多家互联网相关公司的支持。

同时,BSA还举办了主题为“我心中的未来网络世界”的儿童画展,体现了BSA网络安全教育从青少年开始的宗旨;并启动了联盟网络安全宣传网站(<http://global.bsa.org/rightclick-china/>),旨在向青少年介绍在网上网时如何保护自身安全,并且防止电脑受到病毒侵害的相关知识。□



## 正确点击 无忧冲浪

昨天,商业软件联盟(BSA)在北京可创铭佳艺苑启动了主题为“正确点击,无忧冲浪”的网络安全教育项目,倡议互联网使用者提高自我安全保护意识,免受来自网络的现实威胁,并且尊重网络知识产权。

■本报记者  
王晓晨/摄影报道

## 正确点击无忧冲浪 网络安全项目启动

本报北京6月26日讯 记者席锋宇 主题为“正确点击,无忧冲浪”的网络安全教育项目今天在可创铭佳艺苑启动。这项活动旨在通过发布针对互联网用户,尤其是青少年的相关网站,倡议互联网使用者提高自我安全保护意识,并且尊重网络知识产权。

国家版权局的一位负责人在启动仪式上指出,随着互联网逐渐成为人们生活和工作的重要组成部分,在线知识产权保护成为

北京站 6月26日 14:00 北京站 6月26日 14:00



## 商业软件联盟启动网络安全教育项目

本报讯 (记者对 赵北京报道)日前,商业软件联盟的“正确点击,无忧冲浪”网络安全教育项目在北京启动。国家版权局有关领导以及中国互联网协会相关人士出席了启动仪式。

“随着互联网逐渐成为人们生活和工作的组成部分,在线知识产权保护已成为愈来愈受关注的话题。该项目的举办正值国务院最近颁布的《信息网络传播权保护条例》即将实施之

际,因此具有特殊的意义。”国家版权局版权司版权处处长赵秀玲对此次活动的主旨给予了肯定,她表示,商业软件联盟倡导的此项活动将在提高公众意识,保护互联网用户远离网络环境潜伏的各种危险等方面起到有益的推动作用。

据悉,作为全世界领先软件行业及其硬件合作伙伴的代言人,商业软件联盟致力于建立安全及合法的数字世界。自成立以

来,已在全球超过80个国家和地区开展了工作,传授有关版权保护、网络安全、贸易、电子商务和其它与互联网有关的知识。此次启动的网络安全教育项目是商业软件联盟在亚洲地区开展的重要的宣传教育活动之一,该项目专门面向互联网用户,尤其是青少年群体,倡议互联网使用者提高自我安全保护意识,免受来自网络的现实威胁,同时倡导人们尊重网络知识产权。





Indonesia



Malaysia

## Hotline, Reward & Enforcement Campaign Launches



India



Thailand



# Pirate firms exposed

## Hardware and illegal software seized in raids

**KUALA LUMPUR:** Enforcement officers have seized computers, laptops, computer peripherals and unlicensed software worth more than RM150,000 in raids on three companies here.

Federal Territory Domestic Trade and Consumer Affairs enforcement head Othman Nawang said the success came following a tip-off from anti-software piracy watchdog Business Software Alliance (BSA), which is an international trade organisation representing software and hardware manufacturers.

He said his men raided the office of a banking software provider at Jalan Bukit Bintang on Tuesday and seized three laptops installed with 12 types of illegal software, worth RM23,000.

The company had been operating for 15 years, he added. The next day, the team raided a management firm and a financial affairs consultancy in the city, where they seized 17 computers worth RM51,000 and 104 copies of

illegal software worth an estimated RM130,000.

"The illegal software were for business purposes, such as photo editing, office productivity, virus detection, web-design, document reader data-base management and computer operating systems.

"The proprietors of the firms can be fined up to RM20,000 under Section 41 of the Copyright Act 1987 for each copy of the software used, and fined up to RM40,00 for each seized computer installed with unlicensed software," he told a press conference yesterday.

Tarun Sawney, BSA's anti-piracy director for Asia, said 15 raids had been conducted so far this year.

He added that end-users had already been sufficiently warned of the consequences of using unlicensed software, and that BSA officers had been educating senior management to use original or licensed software.

On another matter, Othman



**ILLEGAL BUSINESS:** Tarun Sawney (left) and Othman Nawang with the seized computer peripherals. End-users have been sufficiently warned of the consequences of using unlicensed software.

said the Federal Territory enforcement division had filed 96 cases related to the use and distribution of illegal software, while 37 people had

been remanded under the Copyright Act so far this year.

"On Friday, our officers arrested a man who had recorded, with a mobile phone, a

movie that was being screened at a cineplex," he said, adding that the highest fine meted out so far for a software offence was RM7mil.



# Enforcement Coverage - Taiwan

發燒話題

## 軟體盜版檢舉 8成指向工業區

桃園龜山一資本額近億光電廠被查緝 侵權金額達4千萬元

■陳大任／台北報導

台灣軟體商業聯盟（BSA）昨天表示，今年上半年接獲檢舉盜版案件達910件，其中有82%的案件都指向工業區企業，其中位於桃園龜山一家光電廠，在16日被檢警查緝，成為今年首件案例。

BSA共同主席宋紅媿表示，這家

公司資本額近一億新台幣，但是被查緝發現的侵權金額竟高達4000萬元，包括美商參數科技（PTC）的Pro-Engineering、美商歐特克的AutoCAD，及微軟的Office、Windows等82套軟體都被起出軟體重製光碟片，全公司30幾台電腦裡

幾乎全部都是盜版軟體。

宋紅媿說，高科技廠商一向重視研發成果的智慧財產權，但是卻發現不少公司自己就在使用盜版軟體，是相當諷刺的事。今年9月還在中秋節前夕，透過經濟部發函

給全台57個工業區，並寄送包工代言的宣傳海報給各園區管理中心，提醒業者使用正版軟體。

從過去的案例顯示，很多情況是老闆辯稱這些盜版軟體是員工的「個人行為」，把責任推給員工；但也有不少員工指控老闆，總是以「公司還沒有達到損益兩平」、「專案未完成」等為理由，表示公司目前沒有更新軟體的預算，要求員工繼續「撐下去」。

宋紅媿說，統計顯示有7成的檢舉人是離職員工，其他的部分則是周邊或上、下游廠商。檢舉的原因大部分都是因為覺得心虛，所以選擇在離開職務後舉發。她建議員工應該即時對公司或主管表達要求使用正版軟體的立場，甚至最好有文件，在未來如果發生爭議時能自保，相反地，企業主也一樣。



# Korea Tech Summit





# Regional Innovation Forum





Thank you

## APEC Workshop

# The Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries

Stephen Selby

# Knowledge: a Natural Resource

- Hong Kong has little in the way of natural resources other than our people.
- Strategically, Hong Kong has to exploit our unique position as a gateway to China.
- Historically, Hong Kong has built up an international reputation in entertainment (music and movies.)
- Our fashion and accessory, jewelry and software sectors are gaining more and more attention in international markets.
- *Our knowledge is our strongest natural resource.*

# Challenges

- Having a production base in the Mainland, Hong Kong's creative industries face the challenge of 'one country three IP systems'.
- With a huge flow of goods through Hong Kong's port, many economies expect the Hong Kong SAR Government to act as 'gate keeper' in preventing the flow of counterfeit goods.



# Core Objectives

- **Compliance**
  - Stakeholders need to understand IP issues before they can comply.
  - They need a good understanding of local **and** overseas IP protection requirements so that they can compete in foreign markets.
- **Intellectual Asset Management**
  - Enterprises need guidance so that they can identify their intellectual assets, extract value from them and protect their intellectual property.
- **Public Support**
  - It is impossible to control piracy and counterfeiting activities if there is an insatiable market demand for fake products.
  - Public support for the fight against piracy and counterfeiting is vital.

# Core Approaches

- ***Compliance***
  - Explaining IP concepts in simple, layman's language.
  - Coverage of issues related to both domestic *and* overseas markets.
- ***Intellectual Asset Management***
  - Exhortation to 'be creative and invent' is often not enough: many SME's need to be led through the creative process and understand IAM tools.
- ***Public Support***
  - Need to understand public attitudes and behavior through surveys, and identify target audiences.
  - Need to build public support by presenting IP protection in a positive light.

# The Carrot and the Stick

- Education needs to focus on the positive value to society from good IP protection (e.g. job and wealth-creation)
- **But** there must always be *credible and visible enforcement against IP infringement*, so that the public understands that there is always a risk involved in IP infringement.

# Role-models

- The Government and leading politicians can't afford to be caught out infringing IP, otherwise education efforts will lack credibility. *All education must start 'at home' and be endorsed at the highest levels of government and politics.*
- The use of media idols in marketing is very valuable. Film and music stars have a vested interest in helping us to spread the message.

# IP Systems and their Use

---

- Creative enterprises need to know how to use IP registration systems and how to make cost-effective choices when selecting the method and scope of IP protection.
- IP protection can be expensive for SMEs: we should be sensitive to the way that the businessman thinks and perceives business risk.

# Conclusions

- Governments should be good role-models.
- We need to understand that creative industries are high-risk. Our role is to help lead enterprises through the minefield.
- We all have limited resources, so we should make objective judgements about where the greatest needs exist, and use resources in the most effective way.
- All enterprises have the potential to be inventive; but many don't know how to go about it.
- If every enterprise could increase its value by 10% by realizing its creative potential...



香港特別行政區政府  
知識產權署

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END



Australian Government

IP Australia

# Developing Strategies for IP Public Awareness Campaigns

**Peter Willimott**

**Director**

**Marketing & Customer Engagement**

**IP Australia**





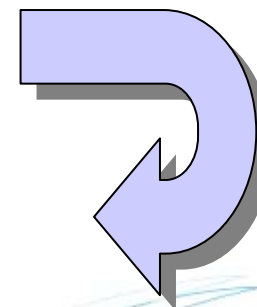


## Where does strategy fit?



• Strategy → Implementation → Evaluation

Evaluation → Implementation → Strategy





# Why have a Strategy?

**“What`s the use of running  
if you are not on the right road.”**

**German proverb**

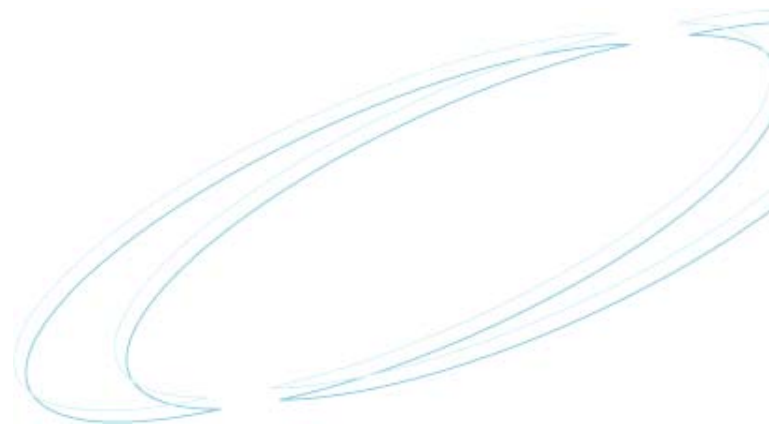


ROAD TO NOWHERE



# Why have a PE&A Strategy?

- Gives your PE&A efforts direction
- Enables communication of the direction
- Enables efficient use of scarce resources
- Prioritise effort
- Measurement





# Components of a Strategy

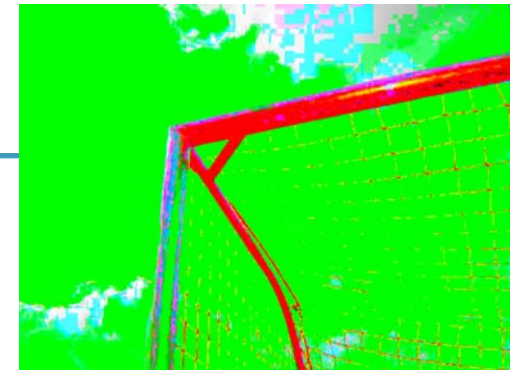


- **Goals and objectives**
- **Research and analysis (SWOT) findings**
- **How – implementation:**
  - **Target markets (market segmentation)**
  - **Key messages (part of a separate plan)**
  - **Activities (part of a separate plan)**
- **Evaluation**





# Goals and Objectives



- Goals provide direction to your overall efforts
- Objectives are more specific and measurable, undertaken to achieve your goal
- For example:
- Goal = to increase awareness amongst SMEs of the way the trade mark system operates
- Objective = attract an audience of over 100 SMEs to an IP seminar on trade marks



## Take This Home

- **Be realistic!**
- **Take account of your budget, staffing and previous experience**
- **Failure damages morale**
- **Consult when setting goals**
- **Make sure the objectives you set are measurable**

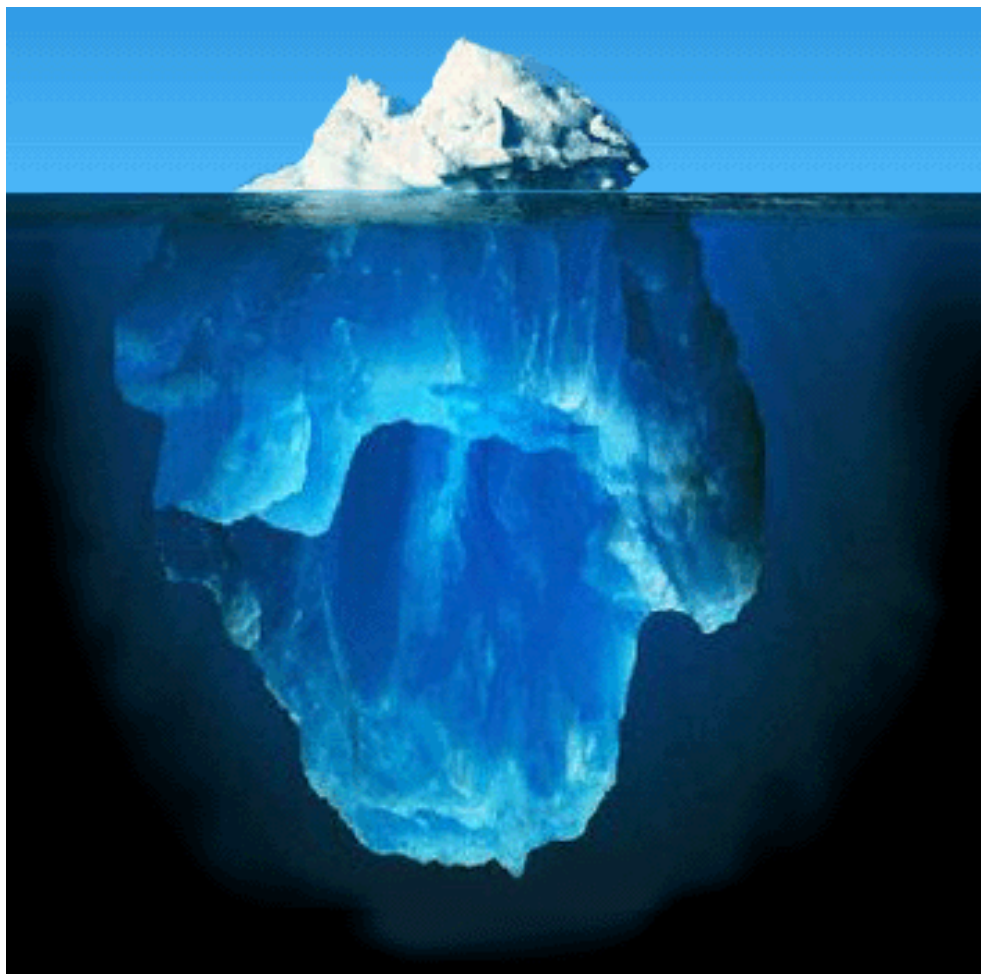
“I would rather have a good strategy today than  
a perfect strategy two weeks from now.”

Gen. George S Patton (1885-1945) U.S. military leader





# Research: The ice berg principle



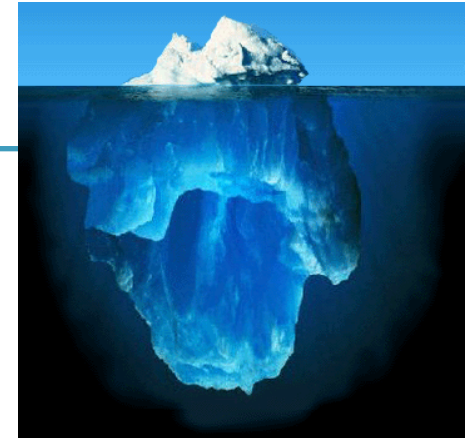


# Research

—  Allows you to ‘see’ the unknown

For example

- Where you are and information gaps
- Identifies key messages for target markets
- Motivators
- Distribution channels
- Sector opinion leaders
- Benchmark to compare after activities





## Take This Home

- Don't guess, make informed decisions
  - Market research can be as simple as a phone call to an SME association to assess their opinions
- Avoid reinventing the wheel





# Analysis (SWOT)

---

- **Strengths/Weaknesses/Opportunities/Threats**
- **Constraints and Risks**
- **Governance**
  - **How will the PE&A strategy be managed?**





## Targets (market segmentation)



- Breaking the public into groups with similar needs and wants
  - Eg SMEs, university researchers, school children, business advisers, government
- Benefits:
  - Easier to develop and implement messages, activities and resource materials
  - Tailored communications
  - Allows for prioritisation between segments
  - Cost effective





## Key Messages

- Driven by market research
- Express key messages as benefits not features eg

**“Trade marks provide legal protection for a logo”**

Vs

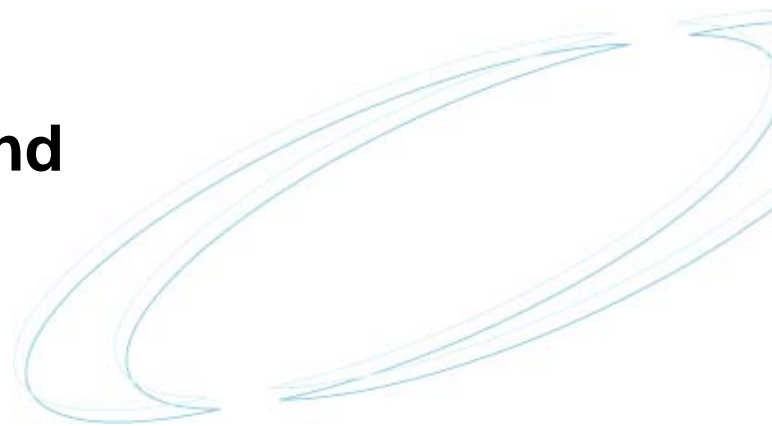
**“Trade marks add value to your business and allow you to protect a valuable business asset”**

- Tailored to each target market



# Activities

- Driven by market research
- Can include:
  - seminars;
  - brochures, publications, newsletters;
  - web sites;
  - advertising;
  - public relations (PR); and
  - Editorial.



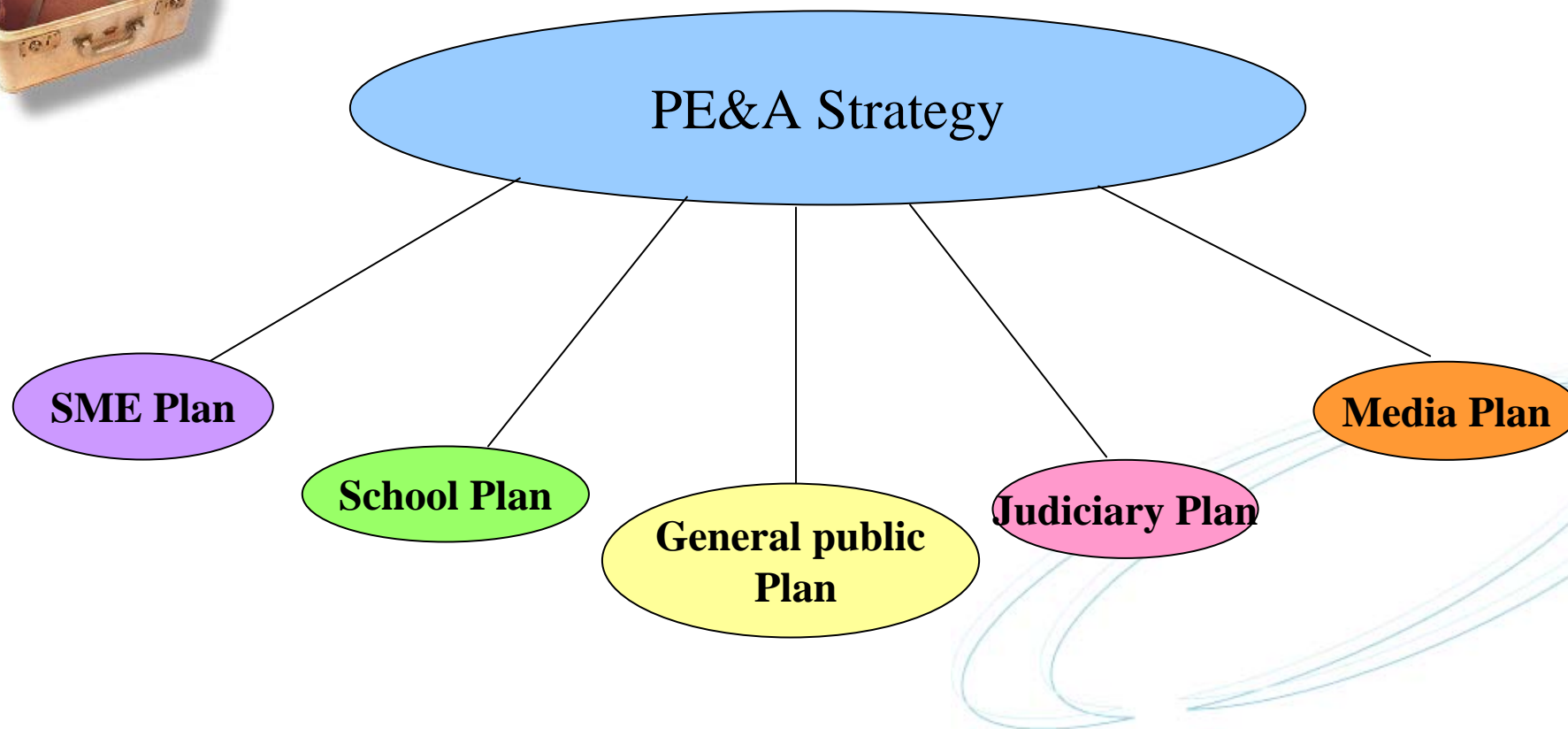


## Take This Home

**Create an overall PE&A strategy and  
then develop target market specific  
action plans that will specify the  
activities, timing and budget**



# Take This Home

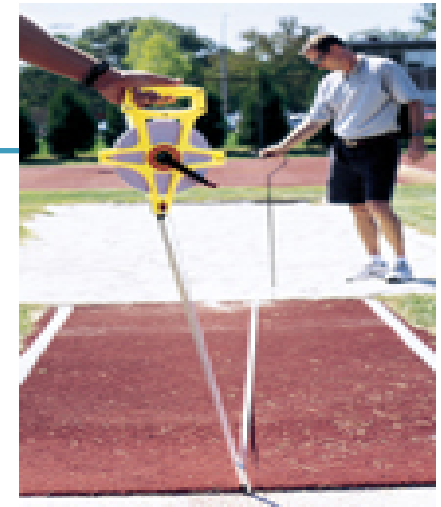




## Measuring Results

“However beautiful the strategy,  
you should occasionally look  
at the results.”

***Sir Winston Churchill 1874-1965,  
English statesman***





## Measuring Results

- Provides evidence of success...
  - which makes it an easier case to argue for more resources.
- Provides information on what worked and what didn't so budget can be spent effectively in future
- Market research pre campaign and post campaign to test:
  - awareness levels
  - understanding
  - Retention of information











# Thank you

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—  Please contact me any time to discuss your public education and awareness strategy issues

**Peter Willimott**

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**EMAIL: [peter.willimott@ipaaustralia.gov.au](mailto:peter.willimott@ipaaustralia.gov.au)**



# ***Developing Strategies for IP Public Awareness Campaigns***

**APEC IPR Public Education and Awareness Platform 2006**

**Workshop on Effective Strategies for IP Public Awareness**

*Hong Kong, November 8, 2006*

*Leong May See*

*Regional Director, Asia*

*IFPI*

*<LeongMaysee@ifpi.org>*

*ifpi*

## ***International Federation of the Phonographic Industry, IFPI***

- Non profit organisation representing the producers and distributors of sound recordings & music videos worldwide
- over 1500 members in 80 countries
- registered in Zurich Switzerland, in 1934
- IFPI Secretariat located in London
- Regional offices in Miami (Latin America) Brussels (EU and Eastern Europe Affairs) Moscow (CIS) and Hong Kong (Asia and the Pacific)
- Affiliated with RIAA (USA)
- Consultative status with UNESCO, ILO, WIPO, WTO, Council of Europe, WCO, Interpol

## ***IFPI Affiliated Local Groups in APEC Economies***

- Recording Industry Assc of Japan (RIAJ)
- Indian Music Industry (I M I )
- IFPI Hong Kong Group
- Recording Industry Assc of Malaysia (RIM)
- Philippine Association of the Recording Industry(PARI)
- Recording Industry Assc of Singapore (RIAS)
- IFPI Members' Foundation in Taiwan (IFPI Taiwan)
- Thai Entertainment Content Association (TECA)
- Australia Recording Industry Association (ARIA)
- Recording Industry Assc of New Zealand (RIANZ)
- Canadian Recording Industry Association (CRIA)
- South American recording industry association (FLAPF)

## ***Role of IFPI***

- **To help develop and improve legal rights of members**
- **Enforcement of those rights**
  - **Anti-Piracy enforcement actions, both physical and online environment**
  - **Collective Licensing of members' broadcasting & public performance rights**
- **Assist in the development & co-ordination of industry standards for new technologies**
- **Public awareness, education, training**



## ***IFPI's Approach To Public Awareness Campaigns***

- A combination of international campaigns that can be tailored for various markets and local campaigns developed by national groups
- A combination of awareness through “soft sell/persuasive” messages and “direct/deterrent” messages
- Aim
  - Educating about the value of music and the economic importance of the music industry
  - Educating about intellectual property rights and respect for IP and creators
  - Contributing to a better understanding of how the music industry works and which jobs are involved

# ***International Campaigns***

*ifpi*

everything you need to


**PRO MUSIC**


know about music online

[making music](#) | [artists speak](#) | [music online](#) | [viewpoints](#) | ["free music?"](#) | [on copyright](#)

**pro-music sites**  
by country... 

The who, what and why of **pro-music**




  
**Spanish Artists**  
Global Campaigns

  
**IFPI:06**  
DIGITAL MUSIC REPORT

**ONLINE MUSIC NEWS**

- ▶ **UK record companies** reap digital reward 12 Apr
- ▶ **The world's entertainment elite** gather in Hong Kong 31 Mar
- ▶ **ARIA** launch Australia's official Digital Track Chart 30 Mar
- ▶ **Soundbuzz** extends Asia-Pacific reach 15 Mar
- ▶ **Global digital music** sales triple to us\$1.1 billion in 2005 19 Jan
- ▶ **Realnetworks** launches music service with **RealMusic** 13 Dec
- ▶ **Hapster** launches Germany's first flat rate music service 9 Dec





Download music from **these sites**

**music online**  
**HERE**

**what artists have to say**

**music online**  
**HERE**  
Download music from **these sites**

**YOUNG PEOPLE, MUSIC & THE INTERNET**  
A GUIDE FOR PARENTS ABOUT P2P, FILE-SHARING AND DOWNLOADING

- ▶ **Latest facts and figures** on the online music market
- ▶ **Myths** about free music exploded
- ▶ **Digital music initiatives** news and historical timeline
- ▶ **Steve Smith** of Dirty Vegas on illegal downloading
- ▶ **Reset** peer-to-peer software to be **legal**
- ▶ Questions answered on **copyright** and the law
- ▶ **Simon Wright** on promoting new music
- ▶ **Steve Lillywhite** on the role of the producer
- ▶ Here's a list of download sites in the **USA**
- ▶ **Dag Haggqvist** talks about nurturing new talent

[site map](#) | [contact](#) | © 2003-2005 Promusic. All rights reserved. Monday, May 08, 2006

## [www.pro-music.org](http://www.pro-music.org)

- [www.pro-music.org](http://www.pro-music.org) is a cross-sector campaign branded “everything you need to know about music online”
- The website, launched in six languages, is the most comprehensive international education resource on legitimate digital services and copyright issues
- It is supported by an international alliance of musicians, performers, artists, retailers as well as major and independent record labels

**[www.pro-music.org](http://www.pro-music.org)**

- **Artists explain how they feel about having their music taken without permission**
- **Music online is the largest international listing of online digital music services and retailers**
- **‘Free music?’ confronts some of the myths about online music piracy**
- **‘On copyright’ explains why copyright is needed and what the laws mean**

*ifpi*

# Parents' Guide

## YOUNG PEOPLE, MUSIC & THE INTERNET



a guide for parents about  
P2P, file-sharing and downloading



### So what can we do as parents?

There are 3 practical steps you can take right now:

- 1 Talk with the file-sharer(s) in your home!**

File-sharing and other forms of technology in the home are opportunities to increase parent-child communication. Tell your children to show you how they are using the computer and what they are sharing. Talk about copyright, and who loses out when songs get distributed on the internet – performing artists? Composers? Are they deprived of the chance to earn a living from their music? But also – who pays the bill if someone in your house gets caught?



### 2 Check your computer

You can make sure you are aware of what is on your family computer – whether you or another member of the household got it there. There is free information available that will take you through how to identify or disable P2P software step by step. See, for example, [www.ifpi.org](http://www.ifpi.org).

It is also important to make sure that your computer is protected against viruses and spyware and has firewall software installed. You can generally get free anti-virus software from your internet service provider (ISP). Up to date anti-virus software can help explain anything downloaded from P2P.

"How  
do I know  
if I have files  
that are being  
shared on my  
computer?"

### 3 Explore the Web's legal music

There's loads of it – more than a million tracks of all genres and periods – both for purchase and for free. For less than the price of an adult taxi fare, you can download a track from a legal music retailer and keep it for life. There are sources of legal music retailers on the Web and these offer safe and guarantee sound quality. For links to over 200 legal music retailers worldwide, go to [www.pro-music.org/musicmakers.htm](http://www.pro-music.org/musicmakers.htm).

There's also plenty of legal music available free of charge on the Web – sites where musicians want fans to sample their work and learn about concerts and albums they're promoting. To find them, search a favourite musician, group or label's own site. Sound quality may vary, but there's a great deal to explore.



### Resources and further advice



For everything you want to know about music online and checking your computer, see [www.pro-music.org](http://www.pro-music.org).



For safety guidance on instant messenger, chat, games, downloads and e-mail, see Childnet's [www.childnet.org.uk/visitall](http://www.childnet.org.uk/visitall).



For further information on resources for schools, see Childnet's [www.kidsnet.org.uk/schools](http://www.kidsnet.org.uk/schools).



For daily hot links news for parents, including the latest on P2P, see [www.auntieymusic.org](http://www.auntieymusic.org).



If you come across other types of illegal content on the internet you can report it to the International Network of hotlines. See [www.inhonline.org](http://www.inhonline.org).

#### About this guide

This guide is a free download and is available in many languages. It is not intended to be a legal document. It is a guide for parents about P2P, file-sharing and downloading.



## YOUNG PEOPLE, MUSIC & THE INTERNET



a guide for parents about  
P2P, file-sharing and downloading



ifpi



## ***Parents' Guide***

- IFPI and its pro-music partners linked with internet charity Childnet International to educate parents about music online
- They produce a guide, 'Young People, Music and the Internet' that helps parents give advice to their children on how to stay safe, secure and legal online
- Many parents were struggling to understand how new "peer-to-peer" technology works
- The guide explains what p2p services are, outlines the security and legal risks to children and the family computer

ifpi

## ***Parents' Guide***

- The campaign was initially launched in the US, UK, Germany, Italy and Spain. In Asia, it extended to Hong Kong and Singapore, supported by the respective governments
- The guide has been translated into eight languages and is available in more than 20 countries worldwide
- A number of charities and NGOs have also backed the parents' guide
- The guide is available in hard copy format or at [www.pro-music.org](http://www.pro-music.org)

*ifpi*

## *Digital File Check*



*ifpi*



## ***Digital File Check***


- **Digital File Check is a simple educational tool that shows how computer users can enjoy music and film legally online, developed by IFPI & MPA**
- **It is free, voluntary and for private use only and it does not tip-off any anti-piracy groups**
- **It can identify what file-sharing software is on a users' computer**
- **If a user finds file-sharing software DFC offers to delete it so that they are no longer file-sharing with others**


# Digital File Check


Music, film industries team up to help internet users stay safe and legal - Mozilla Firefox


File Edit View Go Bookmarks Tools Help


**representing the  
recording industry  
worldwide**

**ABOUT IFPI**  
Mission, Services  
Contacts, Structure  
National associations

**PRESS & PUBLICATIONS**  
News, Publications  
Market info, Links

**ANTI-PIRACY**  
What is piracy?  
Global piracy watch  
Music piracy report  
Anti-piracy resources

**COPYRIGHT & CREATIVITY**  
What is copyright?  
Artists & copyright  
Legal affairs

**RECORDING INDUSTRY**  
Inside the industry  
Get music online  
ISRC, GRid  
Media & events

SEARCH IFPI  
  
OK

HOME PRESS LIST IFPI NEWS

## Music, film industries team up to help internet users stay safe and legal

SEE ALSO...  
Digital File Check  
Copyright and Security Guide

September 22, 2005


- Digital File Check is a new software tool that helps people to clean up their computers and avoid illegal file-sharing
- A new campaign, endorsed by international business, calls on employers to stop copyright theft in the workplace

London, 22 September 2005 - Music fans who want be safe and legal on the internet are today offered a new freely-available software programme that will help them stop their computer being used for illegal file-swapping of copyrighted music and movies.

**Digital File Check** is a simple educational tool that aims to guide computer users, many of whom might be new to the world of online music. Digital File Check helps to show how they, or their families, colleagues and friends, can enjoy music and film legally and responsibly without risking legal action by copyright holders.

Digital File Check helps to remove or block any of the unwanted "file-sharing" programmes commonly used to distribute copyrighted files illegally. It also allows the user to delete copyrighted music and video files from the "shared folders" of the computer from where they are commonly swapped illegally on the internet.

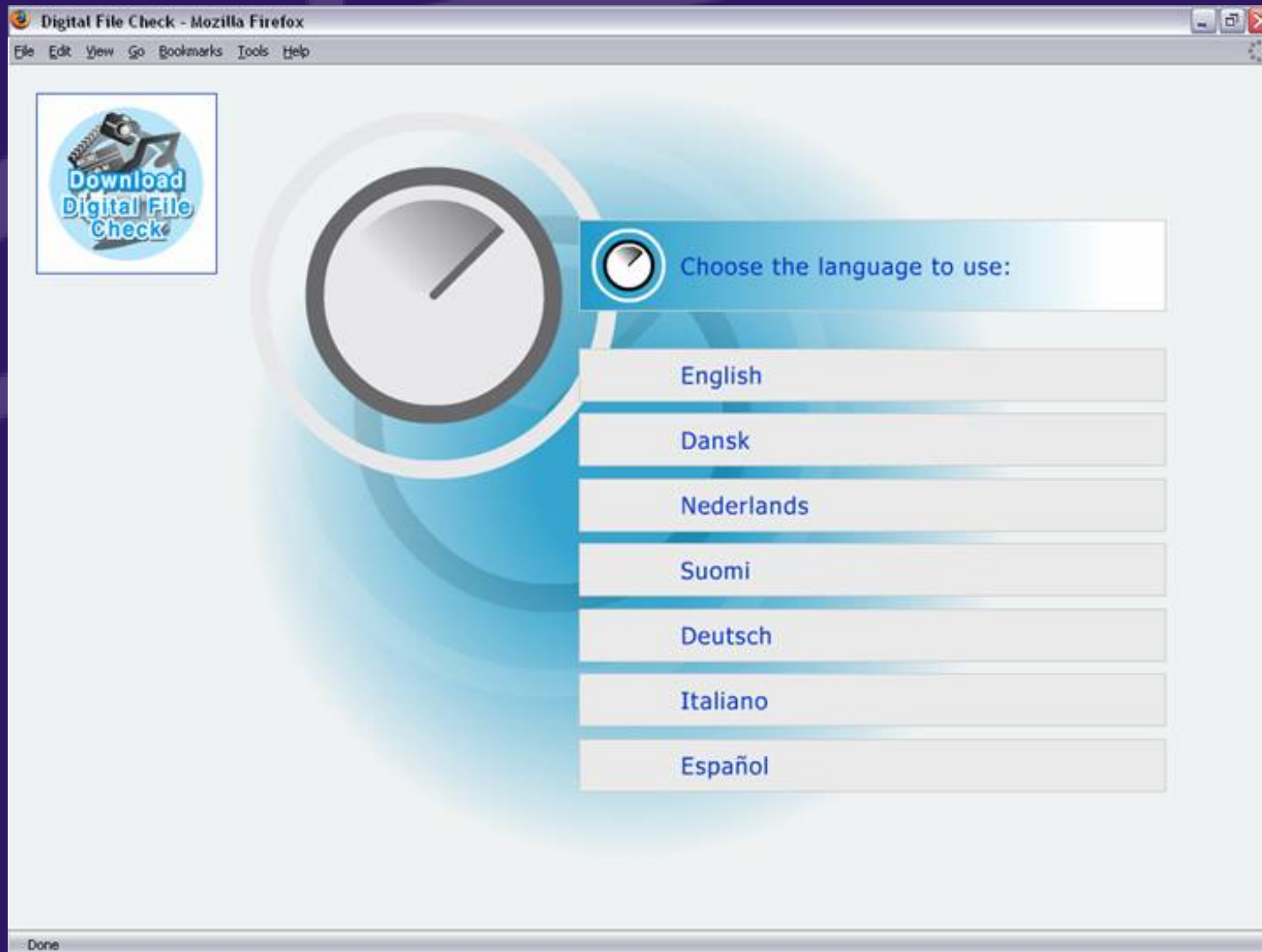
Digital File Check has been developed by IFPI, representing the recording industry worldwide, in conjunction with the Motion Picture Association, representing the film industry. DFC will be available online and on CD over the coming months in countries including Denmark, Finland, Germany, Italy, Netherlands, Spain, Sweden and the UK.



Done

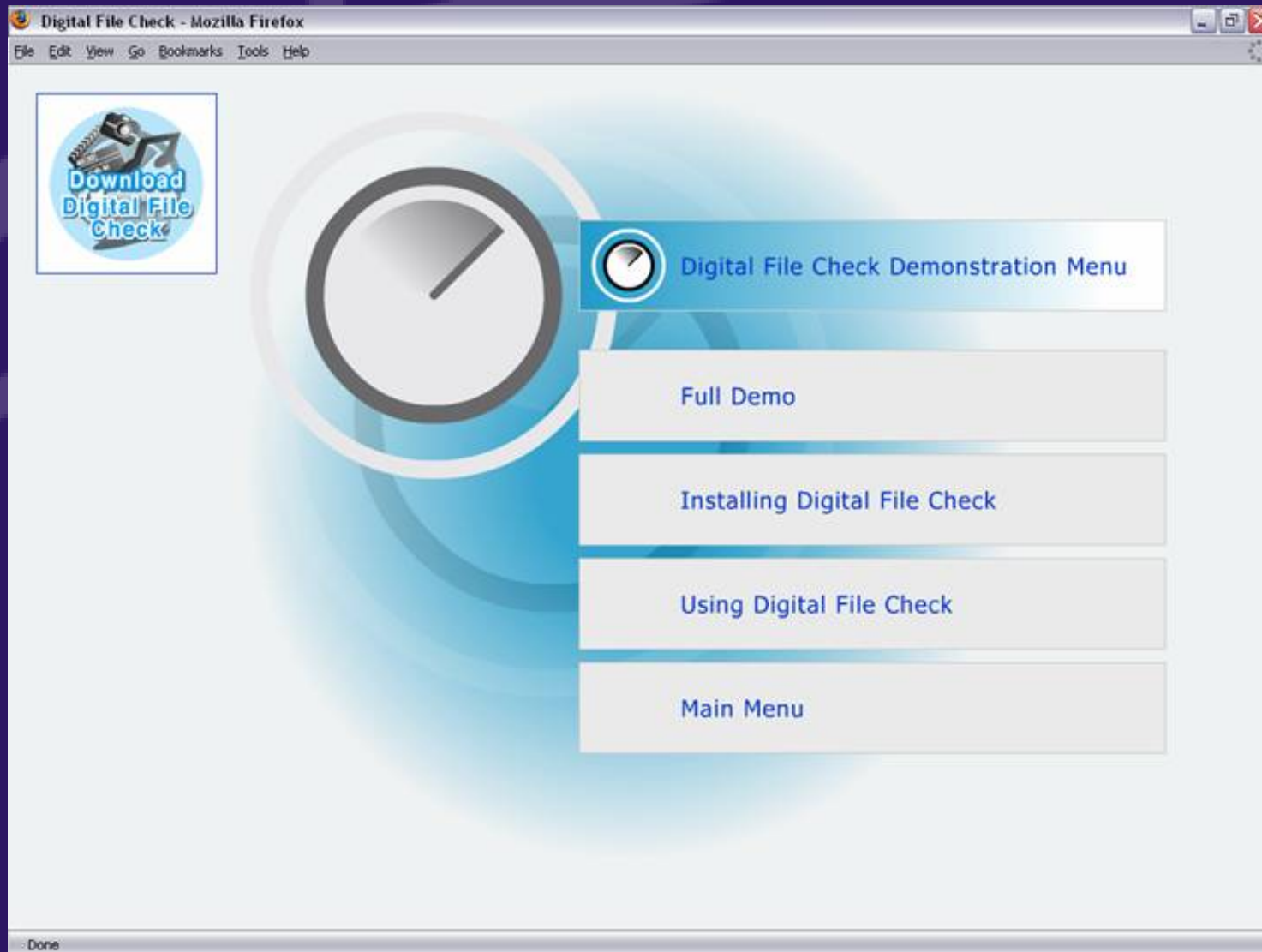
Strictly Privileged & Confidential

# Digital File Check

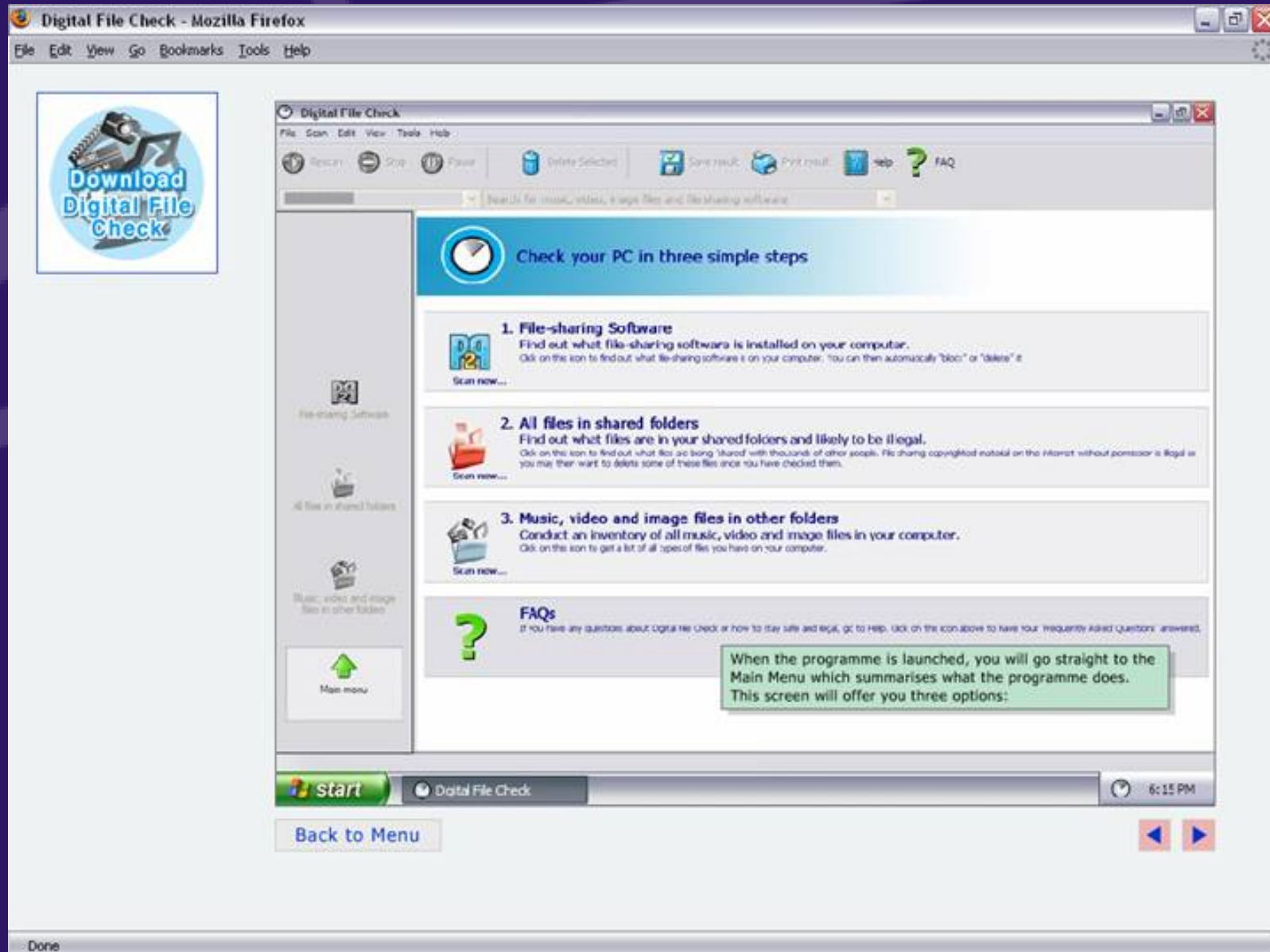




# Digital File Check



# Digital File Check



# Copyright & Security Guide for Companies & Governments

- Developed by IFPI jointly with IVF, MPA



**2005 COPYRIGHT AND SECURITY GUIDE  
FOR COMPANIES AND GOVERNMENTS<sup>o</sup>**

**ivf**  
International  
Recording Federation

**MPA**  
Music Publishers  
Association

**ifpi**  
International  
Federation of  
the  
Recording Industry  
Phonographic  
Producers

# ***Copyright & Security Guide for Companies & Governments***

- **Guide makes employers aware of their responsibilities to clean their networks from copyright infringement**
- **It explains how illegal p2p file-sharing wastes their time and money as well as putting them at risk of legal action**
- **It was backed by the International Chamber of Commerce**
- **The guide was translated into several languages and sent to thousands of businesses around the world**

# ***National Campaigns***

*ifpi*



# National Campaigns – Messages from Local Artistes






# UK – National Music Week

Address [http://www.nationalmusicweek.net/\(S\(5gcs2an2uhxdgwy1yjkwajb\)\)/index.as](http://www.nationalmusicweek.net/(S(5gcs2an2uhxdgwy1yjkwajb))/index.as) Go

**My Music** Engaging young people in a week long celebration of music for secondary schools

Home | About My Music | Register my school | Teaching resources | Schools' top ten | Participating retailers | Events, activities & news | FAQs | Contact us



Mylene Klass and Matt Willis with pupils from Pimlico School, London at the launch of National Music Week

To visit the download site click [here](#) - but please note this function will only be available from 16th-29th October.

## Don't forget to hand out your tokens to your students!

### Welcome to the official My Music website

It's finally arrived! National Music Week is running in secondary schools in England and record shops from 16th - 20th October 2006

The first ever Schools Singles Chart has launched featuring ten of the UK's brightest young stars. If your school has registered for National Music Week, ask your teachers about the free music tokens that you can exchange for your favourite Top 10 track. Will your favourite artist make it to No 1 in the first ever Schools Top 10? Help make history happen now.

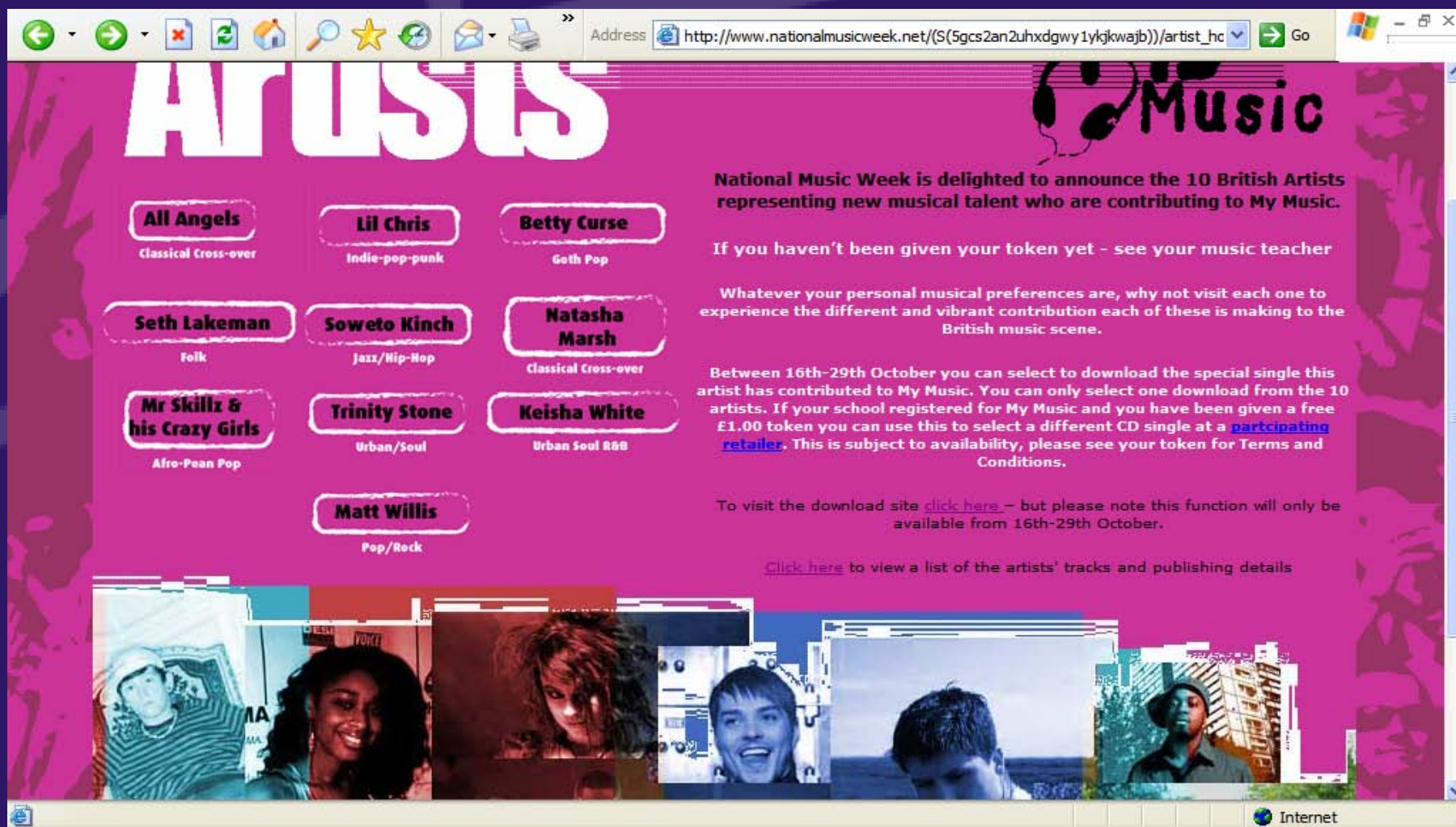
A special thanks to the **10 British artists** who are contributing to this multi-genre musical project. Why not visit the [artists' home page](#) now? To find out which retailers are participating in National Music Week simply [click here](#). You can contact your local shop and join in any events they have planned.

Visit the [Events News and Activities](#) page to see what other schools are doing in your area or to give us an update on what you are doing. Let us know how it all goes and send us your photos, audio clips or video clips (making sure everyone from your school has given permission for them to be used in this way.) We'll then post them online so everyone can share in your celebrations of great music. Email them now to [info@nationalmusicweek.net](mailto:info@nationalmusicweek.net).

We'd like to thank everyone involved in the Week for their support, especially everyone in schools and all the music industry

Done Internet

# UK – National Music Week



The screenshot shows a web browser window with the address bar displaying [http://www.nationalmusicweek.net/\(S\(5gcs2an2uhxdgwy1yjkwajb\)\)/artist\\_hc](http://www.nationalmusicweek.net/(S(5gcs2an2uhxdgwy1yjkwajb))/artist_hc). The page has a pink background with the word "ARTISTS" in large white letters on the left and "My Music" with a headphones icon on the right. A grid of 10 artist buttons is on the left, each with a name and genre. Text on the right promotes the event, explaining that visitors can download a special single from the 10 artists between October 16th and 29th. A link "Click here" is provided to view artist tracks.

Artist	Genre
All Angels	Classical Cross-over
Lil Chris	Indie-pop-punk
Betty Curse	Goth Pop
Seth Lakeman	Folk
Soweto Kinch	Jazz/Hip-Hop
Natasha Marsh	Classical Cross-over
Mr Skillz & his Crazy Girls	Afro-Pean Pop
Trinity Stone	Urban/Soul
Keisha White	Urban Soul R&B
Matt Willis	Pop/Rock

National Music Week is delighted to announce the 10 British Artists representing new musical talent who are contributing to My Music.

If you haven't been given your token yet - see your music teacher

Whatever your personal musical preferences are, why not visit each one to experience the different and vibrant contribution each of these is making to the British music scene.

Between 16th-29th October you can select to download the special single this artist has contributed to My Music. You can only select one download from the 10 artists. If your school registered for My Music and you have been given a free £1.00 token you can use this to select a different CD single at a [participating retailer](#). This is subject to availability, please see your token for Terms and Conditions.

To visit the download site [click here](#) - but please note this function will only be available from 16th-29th October.

[Click here](#) to view a list of the artists' tracks and publishing details



# USA – Music Rules

Address <http://www.music-rules.com/> Go



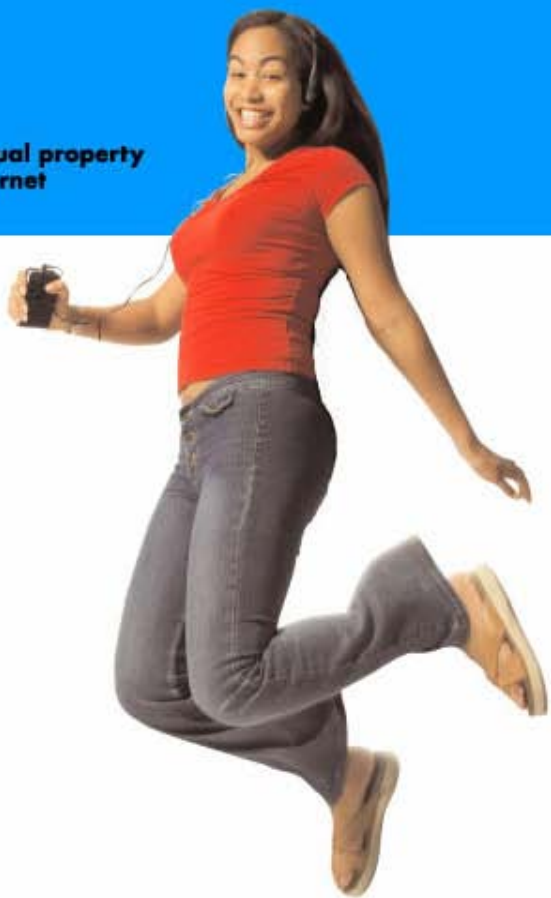
**Lessons on respect for intellectual property and responsible use of the Internet**

- Teachers
- Parents
- Feedback
- Resources

**Music Rules!** is a free educational program designed to encourage respect for intellectual property and responsible use of the Internet among students in grades 3-8.

Developed by LearningWorks and made possible by the Recording Industry Association of America, **Music Rules!** informs students about the laws of copyright and the risks of online file-sharing, while promoting musical and artistic creativity.

Through the **Music Rules!** website, [teachers](#) can download program materials in PDF or print out a fax-back order form to request printed copies. For [parents](#), the site offers PDF brochures that provide background on intellectual property issues and tips for keeping the family safe online. The site also provides a list of useful online [resources](#) and a [feedback](#) form for your comments and suggestions.



Done Internet

# USA – Music Rules!



Address <http://www.music-rules.com/teachers.html>

Go



Lessons on respect for intellectual property  
and responsible use of the Internet



Teachers

Parents

Feedback

Resources

## Teachers

Use the links below to download **Music Rules!** classroom materials in PDF.

To request printed copies (while supplies last), click the [Order Form](#) link below. All materials are mailed to educators absolutely free of charge.

## Order Form



Teacher Guide PDF



Elementary Activities PDF



Middle School Activities PDF

# USA – Music Rules!

Address <http://www.music-rules.com/parents.html> Go



Lessons on respect for intellectual property and responsible use of the Internet



**Teachers**

**Parents**


**Feedback**

**Resources**


## Parents

Use the links below to download information that can help you promote respect for intellectual property and responsible use of the Internet in your home.

The [Parent Brochure](#) answers questions about copyright and features a mini-poster with tips for keeping your family safe online. The [Parent Guide](#), produced by ChildNet International and Net Family News, explains the risks of online file-sharing and what parents can do to prevent it.



Parent Brochure PDF




Parent Guide PDF


Done Internet



# USA – Music United – illegality of downloading



[WHO REALLY CARES](#) | [THE LAW](#) | [WHAT ARTISTS & SONGWRITERS SAY](#) | [WHY YOU SHOULDN'T DO IT](#) | [PRESS ROOM](#)  
[TAKE IT OFF](#) | [LEGAL SITES](#) | [COPYING FAQs](#) | [WHAT OTHERS SAY](#) | [PARENT'S PAGE](#) | [EDUCATIONAL EFFORTS](#)



**In one month, 243 million files were illegally downloaded from P2P services.**

The explosion in illegal copying is affecting the entire music community. And contrary to what some people would tell you, it's having a very real and harmful impact on countless musicians, songwriters, and performers—virtually everyone, from recording engineers to record-store clerks, who dreams about making a living providing music to the public.



**FEATURED CONTENT**

**MUSIC ON THE WEB**  
There's plenty of music on the Internet you can get legally.

► [MORE](#)

**PRESS ROOM**  
Get the latest news.


► [MORE](#)



**It's illegal!**  
The unauthorized reproduction and distribution of copyrighted music is JUST AS ILLEGAL AS SHOPLIFTING A CD. Burning CD's from peer-to-peer networks like KaZaA, Morpheus or Gnutella is against the law. The rules are very simple. Unless you own the copyright, it's not yours to distribute.

For a list of corporate network management companies, [click here](#).

To view the Copyright Use and Security Guide, [click here](#).



music united for strong internet copyright

AEC One Stop Group  
Alliance of Artists and Recording Companies  
American Assn. of Independent Music  
American Federation of Musicians  
American Federation of Television and Radio Artists  
American Society of Composers, Authors and Publishers  
Association of Independent Music Publishers  
Broadcast Music, Inc.  
Christian Music Trade Association  
Church Music Publishers Association  
Country Music Association  
Gospel Music Association  
Hip Hop Summit Action Network  
Jazz Alliance International



# *New Zealand – BRN & GTBRNT awareness campaign – It's a crime*



## **BRN&GTBRNT - Its A Crime Against Our Music**

CD Piracy is not cool

Campaign based on awareness

**WHAT:** New Zealand music industry companies have joined forces to address a growing problem in their industry - - wholesale duplicating of music CDs. It's branded BRN>BRNT. **WHY:** The objectives are to stop people burning CDs illegally by educating them about the issue and if necessary taking action against offenders.

**WHO:** It is a combined effort initiated by the New Zealand record companies and supported by many New Zealand artists.

**WHERE:** It is a national campaign devised in New Zealand in which international interest has been shown. Initially it is New Zealand-wide and refers to New Zealand-sold CD music only. Survey reveals extent of music theft in New Zealand Nearly 20 per cent of respondents to a new music industry survey admit to illegally burning music CDs. And younger people are the biggest offenders. While the predominant reason for burning music CDs is for private use, many people also burn for friends and three per cent of those who admitted to having burned music CDs did so to sell them.

Extrapolated out over the New Zealand population aged between 15 and 44, that equates to up to 10,000 Kiwis who have at some time burned a music CD to sell for profit. The survey was conducted by Market Pulse International on behalf of the Recording Industry Association of New Zealand (RIANZ).

# UK Press

# The Times

# Evening Standard

LONDON, THURSDAY, 7 OCTOBER 2004

www.thislondon.co.uk

Incorporating THE EVENING NEWS 40p

**FREE METRO LIFE**  
THE MAGAZINE

**Interview with the star of *Bride & Prejudice***

**PLUS COMPLETE 7-DAY TV & SATELLITE LISTINGS**

**Users face jail in massive copyright clampdown**

# INTERNET MUSIC CHEATS IN COURT

**INTERNET users who illegally download free music are to be taken to court by record company bosses.**

A series of persistent offenders, some of them from London and the South-East, are to be the subject of court orders banning them from downloading copyrighted files by sharing music.

If they are caught breaking the orders, record bosses are to press charges to jail them.

**By Alexa Baracala**

their under-education of court laws. And internet users, most of them teenagers, who "download" have been given a double warning by Internet message on-line companies, warning about the get-tough policy as soon as they log on to e-mail and file sharing.

File-sharing allows illegal downloading to make music almost as easy as millions of people all over the world. They are described as "cheats" and "leeches" by the music industry.

"leeches" the music on to a CD, making up to £10 each time. So far more than 100 million internet messages have been sent to record bosses asking them that they will be taken to court if they do not stop downloading music from the internet.

The most popular artists who are being repeatedly downloaded for nothing include U2, Oasis, Coldplay, Avril Lavigne and the Pussycat Dolls. The music comes as file-sharing file-sharing industry (FIF), the record companies, trade associations,

**Continued on Page 2**

**Top attraction: Avril Lavigne has an amazing new pop/dance album**

[illegible]

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# Singapore Press

The Straits Times  
18 February 2006

H3 | HOME | THE STRAITS TIMES SATURDAY, FEBRUARY 18, 2006

## Two jailed for sharing pirated music online

They are first 2 to be punished for non-profit making copyright offence

By Urena Hanv Hoo

TWO men have been jailed for distributing hundreds of pirated digital music files via an Internet file program. The first three accused here had been punished for a non-profit making offence under the Copyright Act.

Mohamed Azry Zahid, 22, and Abdul Razak Usman, 21, appeared regional judge District Judge Huzar Sulek before yesterday, but their family members were absent.

They had earlier pled guilty to the charge of sharing files without the owner's permission.

### FAIR-WEATHER FRIENDS

"I shared songs not for profit, but to make friends on the Internet. After I was arrested, all (the friends) gone... only my parents are still here."

MUHAMMAD AZRY ZAHID, whose parents accompanied him on all three occasions when he was in the Subordinate Courts.

### REBUKEFUL PRAYER

"He (jailer) has also been educating others to cease illegal music downloads and uploads by word of mouth or via e-mail to online friends."

MR S. BALANMURUGAN, Mohd Razak Usman's lawyer, noting that Usman's petition for bail had been refused, said he had been advised to file a petition for bail.

### YOU HAVE BEEN WARNED

"I am saddened that I had to come to this, but also hope that this will be a clear message that this form of activity has serious consequences."

MR EDWARD NEUBORNER, CEO of the Recording Industry Association of Singapore, which tipped off the police.

Azry pleaded guilty to four charges of illegally distributing near-500 songs and went on to jail for two months.

Razak admitted to three charges of distributing at most 200 songs and was jailed for three months.

They could have received maximum penalties of two years and fines of up to \$100,000 per song.

The two were not believed to have known each other, although both distributed songs from the "MP3share" chat server, operated by Azry.

Deputy Public Prosecutor Tan Shu Hoo had also requested that the pair's computers have disks wiped and any software be destroyed, but this was not done.

The rocky, eleven-

hour Azry apologised to the court for "spilling other people's rice bowl" and asked for a second chance.

In an earlier interview with The Straits Times, he said he knew his actions were wrong, but "did not think it would be such a big deal".

He had "shared songs not for profit, but to make friends on the Internet. After I was arrested, all (the friends) gone... only my parents are still here."

He stated that he had also been told to "keep on the spot" and his job as a factory operator by his supervisor after his arrest. He had held his job for only a few weeks after he completed his national service.

Usman's lawyer S. Balanmugan said the Institute of Technical Education (ITE) students were not of good character and had not a chance for recognition during his years.

The lawyer said Razak was "unsuccessful and promised that he will never commit any offences in the future".

Razak, who was with his mother and an uncle, was older brother, also charged. He did not know his activities were illegal or wrong.

The duo were arrested last August after a tip-off by the Recording Industry Association of Singapore, which represents music companies like Sony and Warner Music.

A 16-year-old Secondary 4 student was also arrested, charged with a similar offence of his age and good school record.

clash@sp.com.sg

Strictly Privileged & Confidential

# Malaysia

## STOP SUPPORTING CRIMINALS



Pirated goods are stolen goods. When you buy or use a pirated product, you are supporting a criminal offence.

The sale of pirated music, movies and computer software is run by the same criminals who operate hardware vice activities such as selling drugs, prostitution, extortion, gambling and even murder.

How are the same people behind the crimes you read about in the newspaper, or see in your neighbourhood. When you create the demand for these pirated products, you keep the cycle of crime going strong.



MINISTRY OF DOMESTIC TRADE AND CONSUMER AFFAIRS



**HAPUSKAN  
CETAK ROMPAK**

Make no mistake that piracy is yet another source of illegal income for criminals whose activities threaten the safety of our neighbourhood and family. That is why the Government has now tightened laws against piracy in yet another effort to wipe out this menace.

**But we need your help to wipe out the demand.**

The face of piracy is a criminal and vicious one, not friends from friends and business it may look.

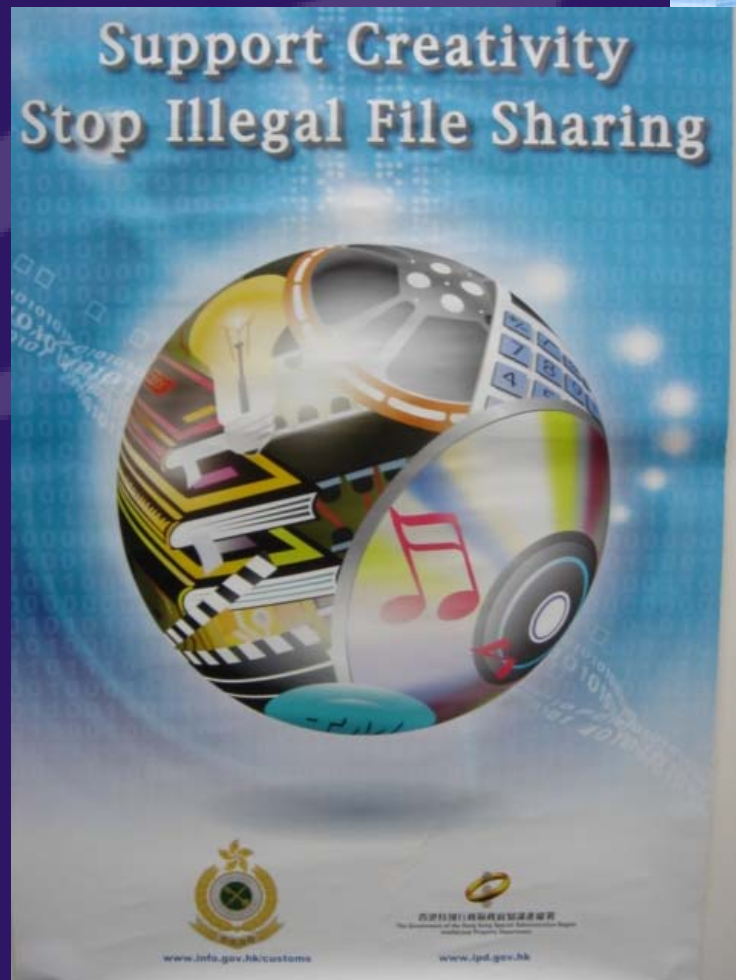
Call Hotline: Toll Free 1-800-88-2003  
e-mail: [cerakrompak@kpdchq.gov.my](mailto:cerakrompak@kpdchq.gov.my)

**STOP PIRACY.**

ifpi



# Hong Kong



MTR Station

ifpi



## ***Conclusions***

- **IP campaigns need to be targeted at different audiences: employers, parents, teenagers, etc.**
- **Some campaigns can benefit from economies of scale if run internationally**
- **Others need a stronger local angle, such as artist participation, to make them engaging**
- **Some campaigns may have broader messages**
- **All campaigns need to clearly set out the legal situation and the penalties for breaking the law**

*Thank You*



*representing the  
recording industry  
worldwide*

*ifpi*

**“ Effective Use of Communication  
Tools for Public Awareness  
Program “**

**- Royce Yuen**

**Group Managing Director, Ogilvy Southern China**

**Chairman, HK4As**

**8 November, 2006**

# Agenda

- Getting started
  - Define the goals
  - Identify target audiences
  - Key message development
- Introduce communication channels
- Case studies

**Define The Goals**



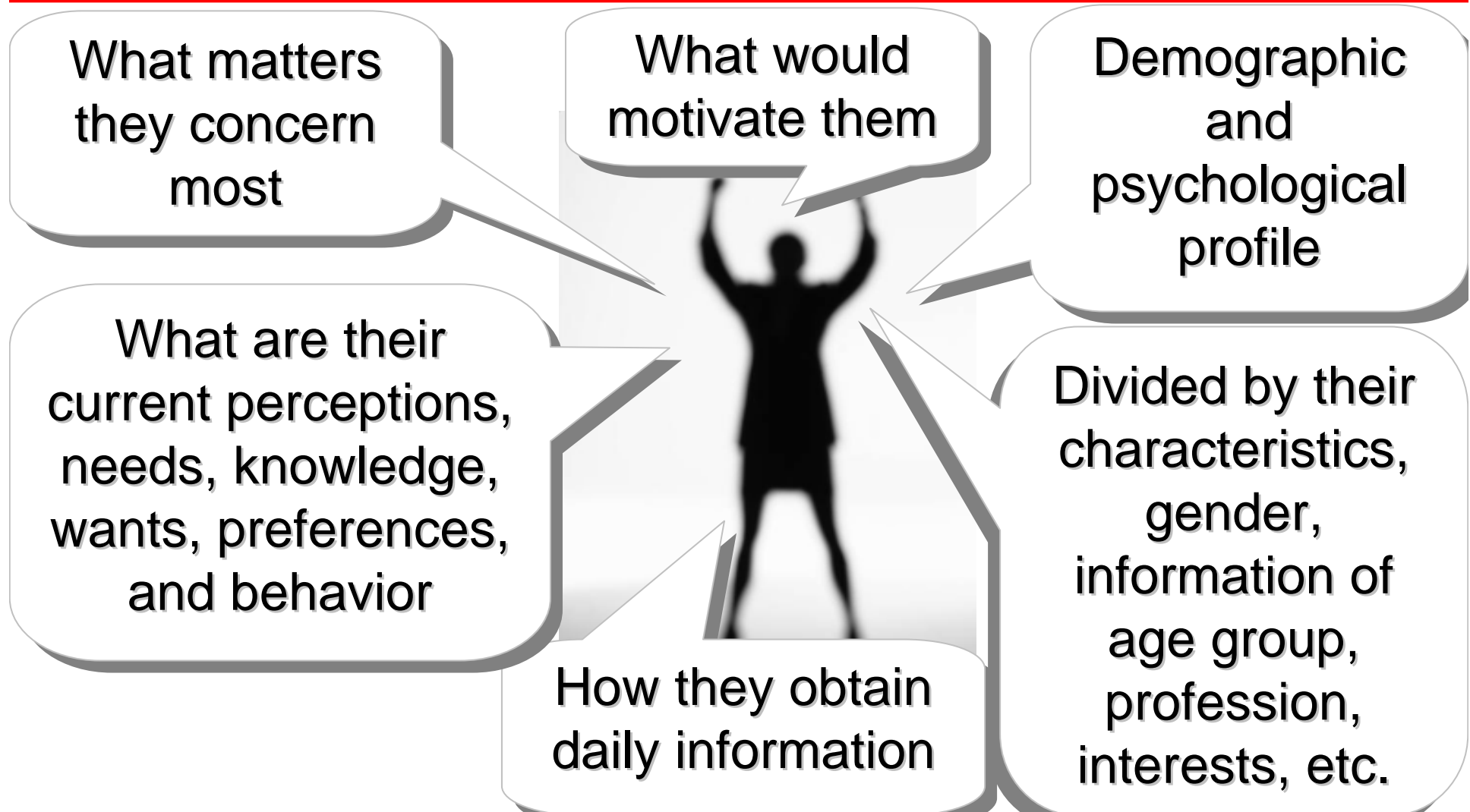
# Define The Goals

- Assess the current outreach situation
- Goal setting
- Behavioral and attitudinal changes



# **Target Audiences**

# Target Audiences



# **Key Messages**

# Key Messages

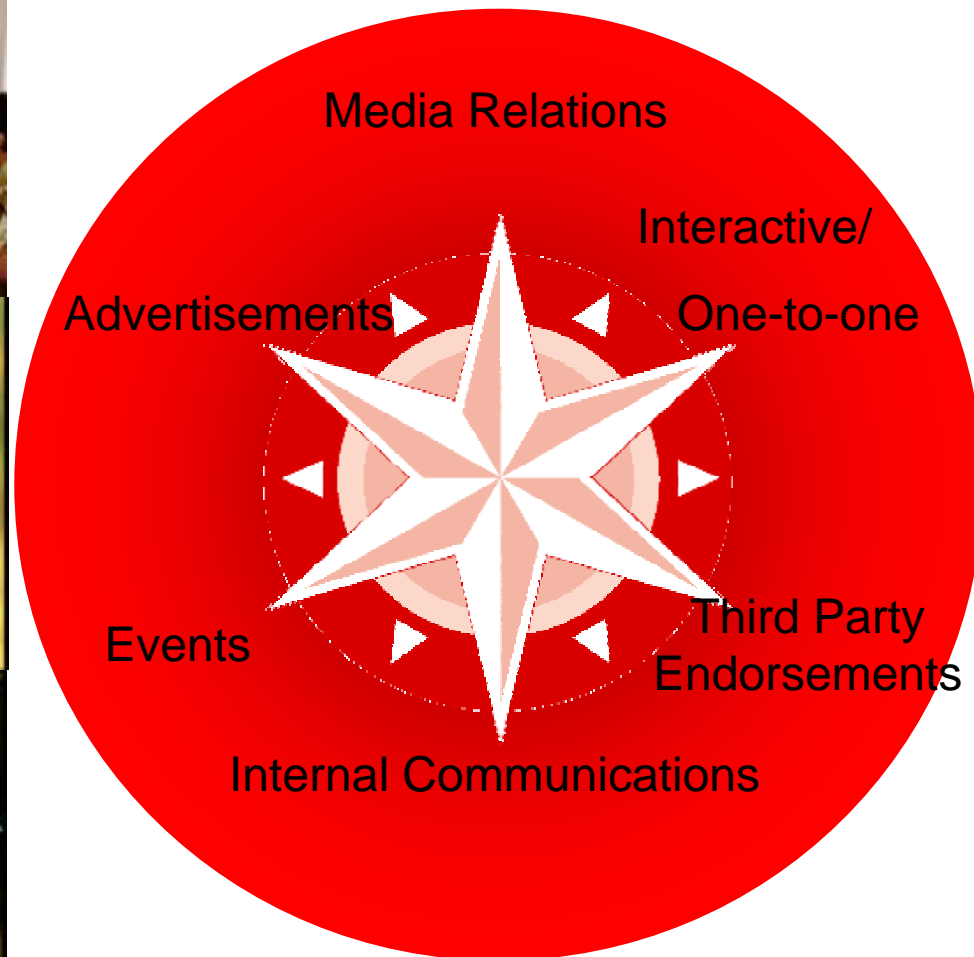
- Objective-oriented
- Consistency
- Less is more
- Engagement
- Counteract oppositions





# **Communication Channels**

# Communication Channels



# **Case Studies**



# The Heart Truth Campaign

## The Issue

- Heart disease is the leading cause of death among women in the United States.

# The Heart Truth Campaign

## The Challenge

- Heart disease was considered a man's disease.
- Women believed they were at a higher risk of developing cancer, specifically breast cancer, than of dying from heart disease.
- Heart disease kills more women than all cancers combined.



# The Heart Truth Campaign

## The Insight

- Women needed to understand heart disease is “an equal opportunity killer” that does not distinguish between sexes.
- The heart disease public education message needed to break through years of undistinguished yet broadly disseminated heart health messaging.

# The Heart Truth Campaign

The Tagline - “Heart Disease Doesn’t Care What You Wear – It’s the Killer of Women”

- Rationale
  - Directly addresses the prevailing myth that women aren’t seriously affected by heart disease
  - By echoing a common phrase, “the hard truth”, it made women realize that this was an issue they had to face

# The Heart Truth Campaign

The Red Dress – as the centerpiece creative element

- Rationale
  - Incorporates the color most associated with the idea of the “heart”
  - Forge an emotional link between a woman’s focus on her outer self (appearance) and the need to focus on her inner self (health in general and heart health, in particular)



## The Heart Truth Campaign: Public Education Materials

- Creative design using compelling photos and stories of real women's struggles with heart disease



## The Heart Truth Campaign: Website



## The Heart Truth Campaign: Red Dress Public Service Announcement



HEART DISEASE *doesn't* CARE WHAT YOU WEAR

**IT'S THE #1 KILLER OF WOMEN**

Being a woman doesn't protect you from heart disease. Try these risk factors on for size: Do you have high blood pressure? High blood cholesterol? Diabetes? Are you inactive? Are you a smoker? Overweight? If so, this could damage your heart and lead to disability, heart attack or death.

Talk to your doctor to get answers that may save your life. The truth is, it's best to know your risks and to take action now.  
[www.nhlbi.nih.gov/health/hearttruth](http://www.nhlbi.nih.gov/health/hearttruth)

**THE heart TRUTH**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (DHHS)  
National Institutes of Health  
National Heart, Lung, and Blood Institute

American Heart Association  
Office on Women's Health (OWH)  
Workshop for National Guidelines for Women with Heart Disease



## Fashion Week, Feb 2003

- Heart disease awareness and women was chosen as the cause 19 top designers – from Vera Wang to Donna Karen to Oscar de la Renta – contributed red dresses
- Collaborated with Federal Government and fashion industry
- Engaged First Lady, Laura Bush, to champion the cause and introduce the campaign



## The Heart Truth Campaign: The 2003 Time Magazine Cover and Feature Article on the Heart Truth Campaign



# The Heart Truth Campaign: Additional National Coverage on The Heart Truth Campaign





# The Heart Truth Campaign

## Results

- Awareness of heart disease among women climbed from 33% to nearly 50% in one year
- Media coverage and partnership programs are unprecedented for a government public education program

**Operation Unite**



**全城抗~~疫~~大行動**  
Operation UNITE



# Operation Unite

## Background

- SARS attacked Hong Kong in 2003. It brought Hong Kong's economy to a complete halt and the morale in Hong Kong sank to bottom.
- Operation UNITE is a multi-sector, action-oriented campaign driven by a Steering Committee with Mrs. Betty Tung as the Honorary Advisor and Dr. Rosanna Wong as the Convenor
- Operation UNITE was conceived as an Action Campaign to boost solidarity and morale in Hong Kong during this anxious time.

# Operation Unite

## Objectives

- Instill hygiene best practices (both personal and public) in the community through the Hygiene Charter
- Galvanize the public and influencers to support the Hygiene Charter
- Bolster Hong Kong people's confidence
- Rebuild Hong Kong's image in the eyes of world

# Operation Unite

## Target Audience

- The Hong Kong community
- Divided into three segments: senior management, employees, and the general public
- Media (local and international media)
- Influencers (Industry associations, trade bodies, consumer council, influential media)

## Operation Unite: Hygiene Charter signature campaign press launch

- Driving hygiene best practice across different sectors for Hong Kong
- Key goals of the Hygiene Charter:
  - To further unite the community
  - To enhance the environment and public health



## Operation Unite: “Taking off with Hong Kong in Unity” campaign at the airport

- Nurture local and international confidence in the rebound of Hong Kong
- Mobilized Hong Kong youths to form a giant “Heart of Hong Kong” at the Hong Kong International Airport





## Operation Unite: Advertisements





# Operation Unite

## Result

- The campaign generated a good level of media interest.
- Coverage in the media was multi-faceted, ranging from the objectives of Operation UNITE, the importance of hygiene, to its impact of the entire community.
- Operation UNITE was highly regarded as a thought leader in the fight against SARS.

# Key Learnings

- Identify the goals
- Simple messages
- Don't be limited by one channel
- Build relevance to audiences



**THE END**

# **Public-Private Partnership in Public Education**

## **Sharing of case studies on different target audience**

**Mr. Robin Chiu**  
**Director-General**  
**Federation of Hong Kong Industries**

## What is FHKI ?

- A fully independent, statutory trade association with 3,000 industrialists as members.
- Established by legislation in 1960.

## FHKI Objectives:

- Promotes and fosters the interests of HK's industrial and business communities
- Promotes trade, investment, technological advancement in Hong Kong
- Represents industry's views and advises Government on policies and legislations which affect industry



# Intellectual Property Centre, FHKI

- Over 20 years experience
- Helping HK companies to protect their IP
- Counselling on IP related disputes
- Promoting awareness of and respect for IPR

# Hong Kong Coalition for Intellectual Property Rights (HKCIPR)

- Established under the umbrella of the FHKI in March 2005
- To promote awareness of IPR in the business community
- To facilitate protection of IPR and educate members on protection strategy & methodology
- To serve as communication platform for members with government authorities

# IP Education Partnership

## Government entities:-

- HKSAR Intellectual Property Dept
- HKSAR Customs and Excise Dept
- HKSAR Trade and Industry Dept
- HKTDC

## Private sectors:-

- FHKI
- Other NGOs, e.g.
  - HK Intellectual Property Society
  - HK Intellectual Property Association Ltd

# Education Objectives

- To enhance respect for products of creativity and knowledge
- To promote awareness of IPR in the community
- To improve understanding of IP related laws & how to protect and respect IPR

# Target Audiences

- Businessmen
- Consumers
- Students
- Professional Institutions and Trade Associations

# Programmes

- Free Consultation Sessions
- Seminars
- Workshops
- Luncheon Talks



# Free Consultation Sessions

- Provide one-on-one meetings with clients for counselling and assessment of their IP problems
- Case enquiry: Registrability of a Trademark
- Client: An SME manufacturer of stationery
- Advice: The trademark may be refused if there is no distinctiveness.



# Seminars

- An effective way to raise IP awareness/educate local SMEs

1.12/2005: “How to Protect your New Product Designs and Copyrights”



- Participants: 200
- Focus: Design registration

## 2. 9/2005: “Tips on Managing IP and Handling IPR Infringement”

- Jointly organised with the IPD & HKTDC to help local SMEs better understand the importance of IPR in business development.
- Participants: 430
- Focus: a review of Mainland trademark protection policy



### 3. A series of IP Seminars to enhance the IP knowledge for professional institutions

- 05/2006: Chartered Institute of Marketing (UK), Hong Kong



- Participants: 74
- Focus: legality of parallel imports



# Workshops

- Training/familiarization in latest developments on IPR matters

1. 03/2006: How to Protect your Brand Name and Trademark



- Participants: 38
- Focus: in-depth look at common law protection in IP infringement cases

## 2. Anti-counterfeiting Technologies

- 11/2005: Jointly organised with HKSAR Depts to help local companies apply effective anti-counterfeiting technologies



- Participants: 91
- Focus: Application of anti-counterfeiting technologies on product packaging



香港特別行政區政府  
知識產權署  
The Government of the Hong Kong  
Special-Administrative Region  
Intellectual Property Department



香港特別行政區政府  
香港海關

工業貿易署  
中小企業支援與諮詢中心  
Support and Consultation Centre for SMEs  
Trade and Industry Department



香港工業總會  
FHKI Federation of  
Hong Kong Industries



# Luncheon Talks

- Cosy, small gatherings with IP professionals/experts to exchange expertise & experience
- 05/2006: “Be Smart When Dealing with IP Lawsuits”



- Experienced IP lawyer talks about strategies & legal procedure when dealing with IP lawsuits
- Participants: 40
- Focus: Tactics for collecting evidence in IP lawsuits

## Some Relevant Facts

- 2005: Approx. 2,000 participants attended FHKI Education activities; 1,040 IP cases were assisted by FHKI
- IP infringement cases recorded by C&E:

	No. of cases		
	June 05	June 06	Difference
<b>Copyright infringement</b>	<b>902</b>	<b>768</b>	<b>-14.9%</b>
<b>Trade descriptions</b>	<b>85</b>	<b>62</b>	<b>-27.1%</b>

- 2006 IPD survey on business attitude to IP: 77% felt raising IPR awareness through strengthened education is effective way to reduce IP infringement

Thank You!

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Australian Government

IP Australia

# Public-Private Partnership in Public Education Program

**Small and Medium Enterprises**

**Presented by Stuart McLennan**

**Assistant Director Marketing and Customer  
Engagement, IP Australia**



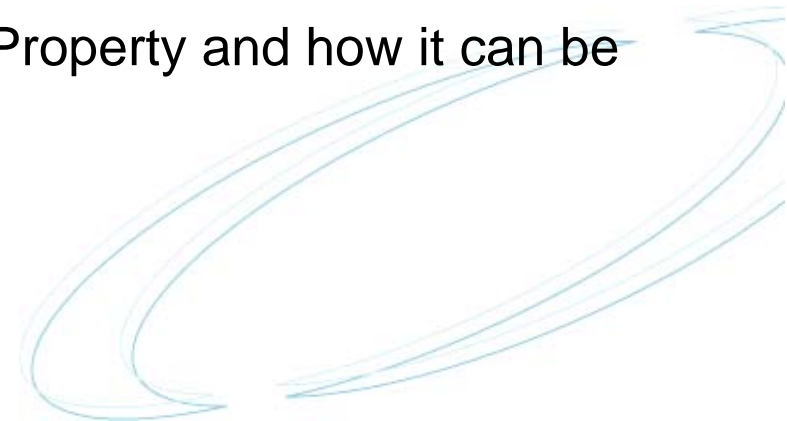
# Presentation Overview

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## Small And Medium Enterprises in Australia

- Characteristics and Significance to the Australian Economy
- Understanding and trust of government by small business
- Understanding of Intellectual Property and how it can be used beneficially
- Research Findings







## Presentation Overview - Continued

---



What approach has IP Australia Taken?

- Direct to SME's
- Via Advisers
- Products
- Value of Case Studies
- Example of a Case Study
- How is it Working
- The Future?





# Characteristics of Australian Small and Medium Enterprises

- **Australian Definitions:**
  - **Micro Business – Less than 5 employees**
  - **Small Business – More than 5 and less than 20 employees**
  - **Medium Business – More than 20 and less than 200 employees**
- **Australian population – 20.7 million (October 2006)**
- **Australia total SMEs – 1.27 million**
- **Representing 97% of all firms in Australia and employing 47% of workers (June 2004)**

\* Source: Profile of SMEs and SME Issues in APEC 1990 - 2000

\* Source: Australian Bureau of Statistics Population Clock ([www.abs.gov.au](http://www.abs.gov.au))

\* Source: Australian Bureau of Statistics - Characteristics of Small Business 8127.0 2004



# Small and Medium Enterprises - Characteristics

- 56 % of small businesses are non-employing – single operators
- The majority of non-employing businesses, (36%), have been in business from one to less than 5 years
- 65 % of operators worked between 35 and 50 hours per week, 30% between 51 and 75 hours and 5% more than 75 hours per week
- In June 2004, 72% of small businesses were using computers in their business operations and 62% had access to the internet
- Source: Australian Bureau of Statistics - Characteristics of Small Business 8127.0 2004



# Understanding and Trust of Government

- No hard data on this but anecdotally trust of government is fairly high but business would like less paperwork from government
- IP misunderstood as a regulatory burden
- Lots of “advisors to small business” out there





# Research

## Key findings:

- SME owners too busy managing other areas of the business (marketing, accounting etc.) to consider IP
- Lack of basic understanding of IP identification, commercialisation and protection
- Lack of awareness of where to go for assistance
- Fear that IP can be infringed and lack of knowledge on enforcement
- IP costs seen as too high or prohibitive
- Only considered IP when in trouble
- Obtained IP advice from accountants and lawyers, not from IP experts



# Key IP Issues Identified for SME's

## Key awareness issues for SMEs:

- Treat IP the same as any other business asset
- Understand the different types of IP
- Keep new ideas confidential
- If ideas have commercial potential, use IP protection
- Build a prototype to market the idea
- Keep track of development costs
- Research and understand the market
- Determine if the business has all the skills to develop, market and sell the idea
- Keep an open mind on financial returns
- IP is valuable, so protect it!





# Key Messages

## Key messages include:

- IP is not just for big business – Affordable strategies are available for SMEs
- Many SMEs possess IP but may not be aware that they do
- Understand the commercial potential of IP and develop appropriate strategies
- Unauthorised copying or misleading and deceptive conduct is against the law
- What constitutes an infringement and ensuring that SMEs are infringement ready
- Contacts for advice on all aspects of intellectual property identification, commercialisation, protection and enforcement
- IP is like any other asset – secure it and protect it!



# Solutions

---

- A two pronged approach
- Smart Start – targeted at the small business person
- IP Tool Box – targeted at Business Advisors (Accountants, Solicitors, Lawyers)





# Products - Smart Start

- [www.ipaustralia.gov.au/smartstart](http://www.ipaustralia.gov.au/smartstart)
- Integrated communication campaign and product for SMEs
- Objective is to raise level of awareness first and then understanding of IPRs within SME segment
- Postcards and online advertising used to drive SMEs to the resource
- Program comprises:
  - Brochure
  - Website
  - Seminar series and
  - Editorial
  - Information provided through a distributed system



# Smart Start



- **Smart Start booklet** – comprehensive resource for SMEs starting out in business.
- **Smart Start online resource** – contains useful tools, such as business plan templates and a confidentiality agreement builder.
- **Smart News** – A bi-monthly e-newsletter sent to subscribers
- **Seminars** – recently participated in an Australia-wide Home-Based Business seminar series, coordinated by AusIndustry (sister government organisation).
- **Media / editorial** – targeted advertising and editorial placements in key small business magazines and online resources.





# Value Of Case Studies

---

- Research tells us that SME's like reading about their peers
- Real Stories, Real People, Real Situations
- Able to relate the situations back to them
- May know some of the organisations – A mixed bag



## Smart Start Case Study - Peter Anyon, AQT

- Developed air quality testing equipment
- Uses patent databases and 'prior art' as technical resources and to ensure he is not infringing the IP of others
- Former patent examiner, but relies on his patent attorney for advice
- Has several Australian and overseas granted patents for his invention







## Smart Start Case Study – Coffee Club

- National Franchise – over 100 stores
- Recognised the significance of registering their trade mark early on
- Brand for a range of products
- Advice from a trademark attorney
- Across a variety of classes
- Strategic registration in more than a countries in preparation for global market
- Franchisees confident IP is secure





# IP Toolbox



- **Comprehensive IP guide for business and researchers. Developed in conjunction with leading industry experts**
- **Targeted at Business Advisers**
- **Recently launched as an on-line tool**
- **More accessible to all customers**
- **Will be part of our overall strategy for Business Advisers**

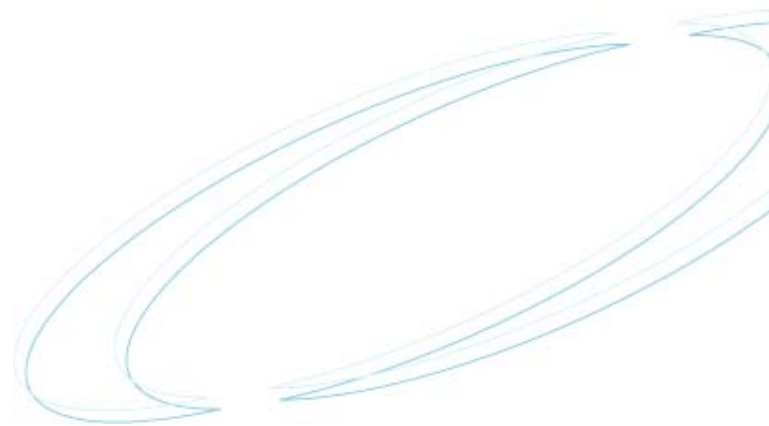


## How is it Going?

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- **Subscribers to Smart Start have doubled in the last 12 months**
- **Click through rates are well above industry standard**
- **Publication orders are steady**
- **Very few unsubscribe**





# The Future

- Greater emphasis on regular contributions through the Smart Start newsletter
- Partnerships – embedding our educational resources such as Smart Start in to other organisations programs
- Technical education program – IP education to future small business operators
- Keep reviewing and adapting

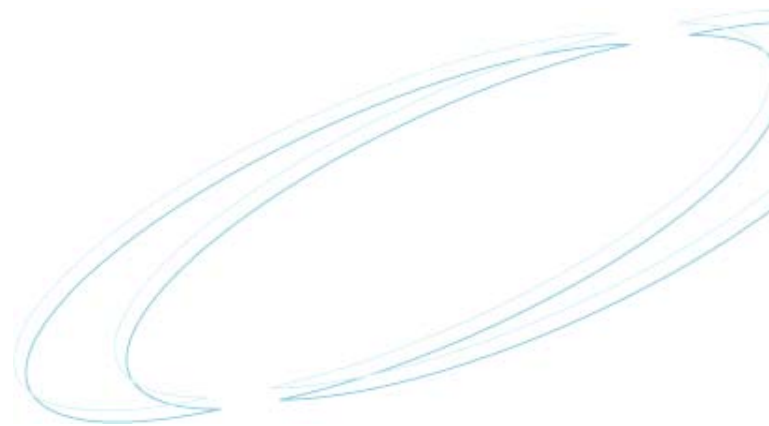




# Thank You



# Questions ???



# **Public Education Program**

## ***Working hand-in-hand with the private sector***

**Jennifer Chen**  
**Deputy Director**  
**Customer & Corporate Communications Dept**  
**Intellectual Property Office of Singapore**



- **Introducing IPOS**
- **How it all began**
- **The early HIP Alliance**
- **HIP Revolution**
- **Going forward**

# About Singapore



**Founded as a British trading post in  
1819 by Sir Stamford Raffles**

**Gained independence on 9 Aug 1965**

<b>Land Area:</b>	<b>682.7 sq km</b>
<b>Population:</b>	<b>4,492,150 (Jul 06 est)</b>
<b>Ethnic:</b>	<b>Chinese 76.8%</b>
	<b>Malay 13.9%</b>
	<b>Indian 7.9%</b>
	<b>other 1.4%</b>
	<b>(2000 census)</b>

# About IPOS



- The Intellectual Property Office of Singapore (IPOS) was formed on 1 April 2001.
- Led by Director-General, Ms Liew Woon Yin
- IPOS is a statutory board under the Ministry of Law

# Vision

**To foster a creative Singapore where ideas and intellectual efforts are valued, developed and exploited.**

# Mission

**To provide the infrastructure,  
platform and environment for the  
greater creation, protection and  
exploitation of intellectual property.**

# How It All Began – the Public Education Experience

- **2001 – Study on awareness, perception of and attitude towards IP rights**

## ➤ **Objectives:**

- **Determine the level of awareness towards the illegal nature of pirated materials;**
- **Understand driving factors behind consumers' buying behaviour of pirated goods; and**
- **Develop possible action lines.**



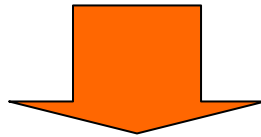
- **Methodology**
  - **Face-to-face interviews with Singapore's students and working population aged 15 to 55 years old.**
  - **7 types of consumer goods tested:**
    - **Branded watches**
    - **Branded fashion clothing**
    - **Music CDs**
    - **OS software**
    - **Application software**
    - **PC games**
    - **VCDs**

- **Findings:**

- **Low awareness level of 'IPR'**
- **There was widespread agreement that people deserve to have their creations protected by IPR.**
- **Although over half acknowledged that selling pirated goods was unethical and buying pirated goods were wrong, few felt guilty for buying pirated goods.**
- **Some acceptance of the impact of piracy on economy.**

# Follow-up action to findings

- **Based on findings from the IPR study, the immediate task was to raise IP awareness among the general public and to encourage respect for IP.**



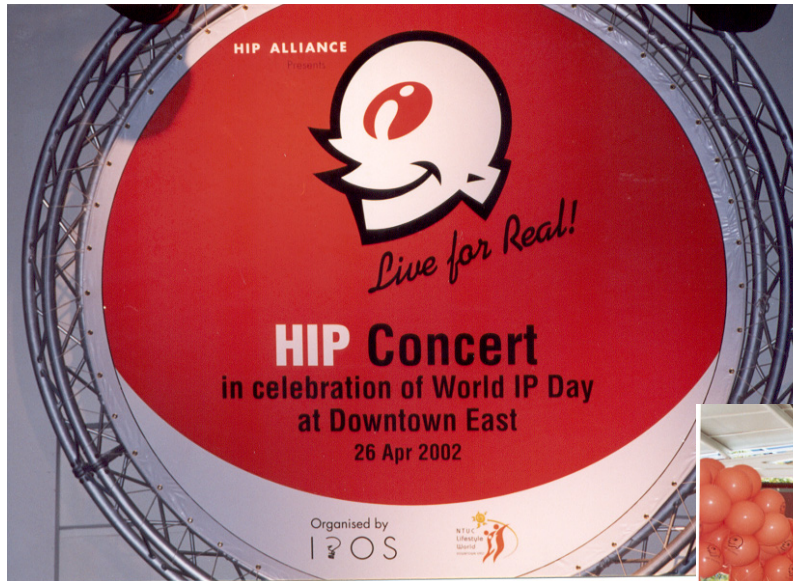
**Introduction of public awareness initiative –  
*The HIP Alliance***

# What is HIP?

- **HIP = Human + IP**
- **Established in 2002 as a government-industry collaborative platform**
- **Make up of government agencies, private organisations and industry associations to promote IP**
- **Champions IPOS' public education initiatives and programmes on 'Respect for IP'**
- **Key Message: Live For REAL!**
- **Activities: Annual high profile public roadshows to promote IP awareness and respect**



# HIP Activities



HIP concert poster banner

Members of the HIP Alliance  
and IPOS staff





# HIP Activities



**HIP Rally down Orchard Road**

## **Director-General of IPOS, Ms Liew flagging off the HIP Rally**



The information stated herein is accurate as of 16 October 2006.  
It is intended as a guide only and does not amount to legal advice.  
Professional advice must be sought prior to acting on any matter contained within this presentation.



# HIP Alliance 2003 Campaign

- **2003**
  - HIP started to use media to promote its anti-piracy messages. Television commercials and posters were developed.
  - Key message: “The Real Thing is the Right Thing”
  - Signed on local celebrity, **Adrian Pang**, as the ambassador for the movement
  - Selected for his character as a pirated VCD vendor-turned-good in a popular local sitcom.



# HIP Revolution



*Be Creative  
Be Original  
Be HIP*

- In 2004, HIP underwent a re-branding and repositioning exercise
- Focus of initiative = consumer awareness.
- As the target audiences are mass consumers aged 14-35, the HIP logo was revamped to project a cool and funky look to appeal to the group.
- HIP = Honour IP

# HIP Revolution

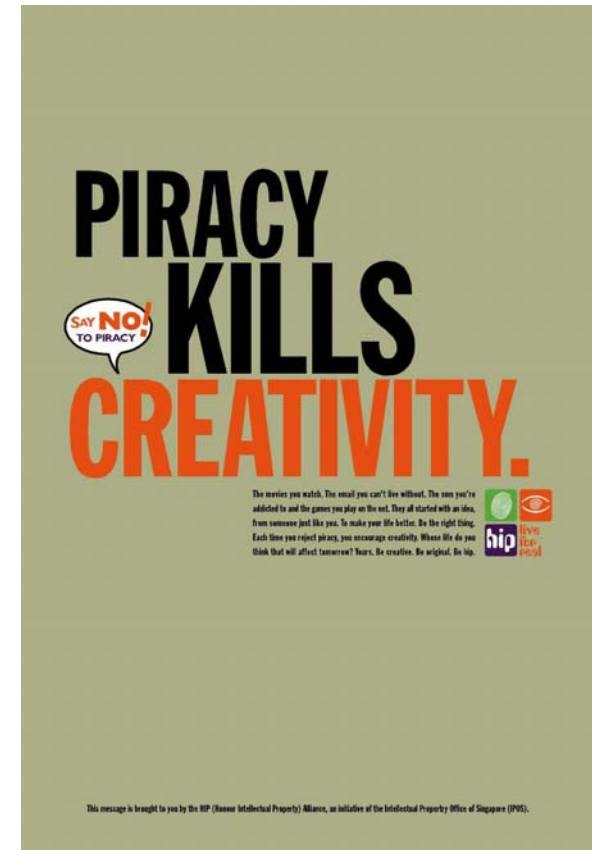
- From a roadshow a year, HIP shifted focus to leverage on mass media and embarked on an advertising and promotion (A&P) approach for greater target audience reach.
- We began to work closer with private sector partners in many these A&P efforts



→ Zoo card



→ Carrier bag



→ The Straits Times ad

# HIP Collaborations

## With IP Owners (2004 – ongoing)

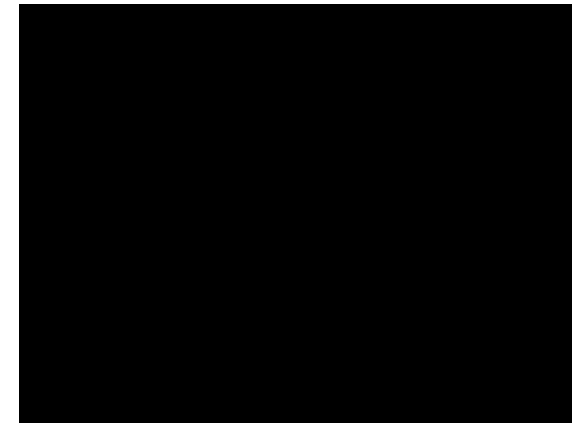
- HIP stickers have been distributed to major record labels, movie distributors, gaming and software distributors since 2004.
- Latest album to adopt the stickers – Universal's Fan Wei Qi "Our Anniversary"
- HIP messages are inserted into the promotional material (such as TVC/posters/CD inserts) of the latest music albums by various recording labels.



**Taiwanese starlet Fan Wei Qi's latest album**



**HIP sticker**



**Punk band – Black Eye Pea's album**

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# HIP Collaborations

## With Major Movie Studios (Sep 04 – ongoing)

- Offered HIP Movie-of-the-Month to reward HIPFriends who have pledged to 'Live For Real'
- Recent – Oct (The Guardian), Sep (Rob-B-Hood), Aug (Devil Wears Prada)
- Organised targeted school outreach programme with MPA to further spread the anti-movie piracy messages

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## HIP Movie-of-the-Month



## MPA-HIP School Outreach Programme

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# Print

- The Straits Times, The New Paper & Today advertisements, Seventeen and Teenage magazines
- Software, music, movie advertorials



## Print advertisements

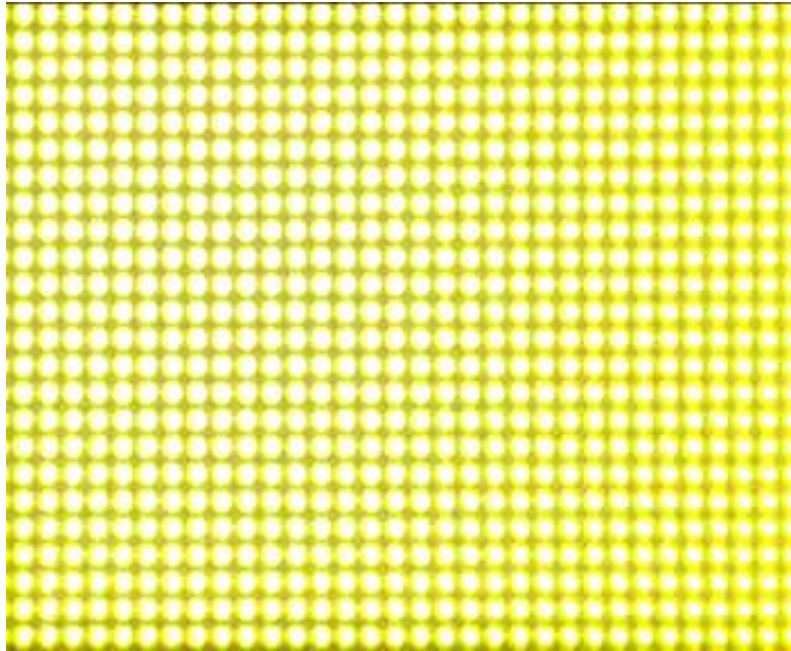
## IN mag advertorials

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# HIP Creatives

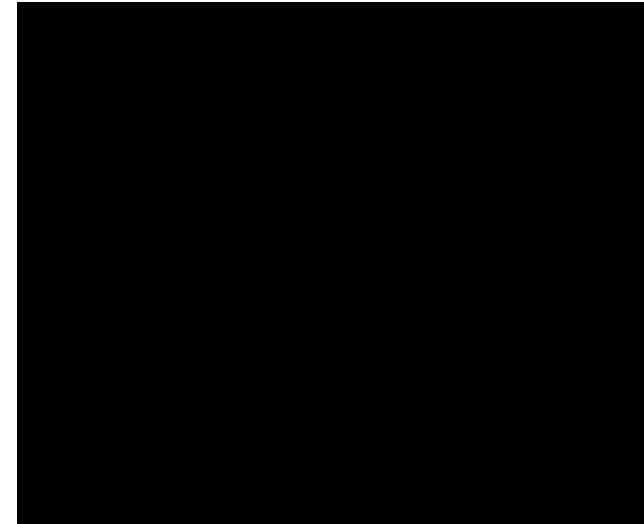


## Piracy Kills Creativity



## Radio trailer

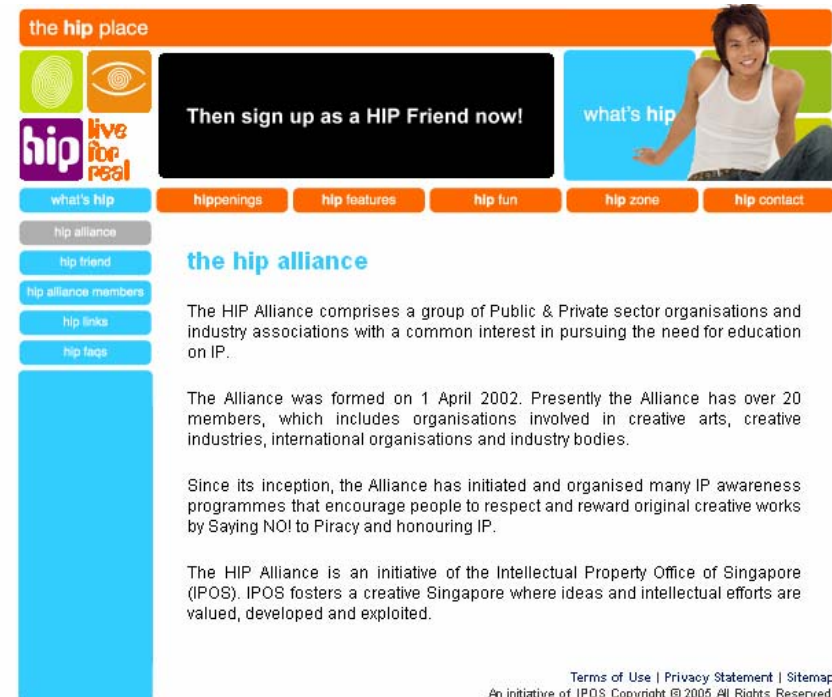
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Professional advice must be sought prior to acting on any matter contained within this presentation.



## Change is good



# HIP Website



- [www.hipfriends.org.sg](http://www.hipfriends.org.sg)
- Launched on 19 Sep 05
- Multi-purpose lifestyle portal
- Encourage interaction with HIPFriends

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# HIP Achievements

- **Successfully recruited 25 public and private sector members who actively engage HIP Friends with sub-campaigns:**
  - **Singapore Police Force**
  - **Ministry of Education (Curriculum Planning & Development Div)**
  - **Business Software Alliance (BSA)**
  - **Recording Industry Association (Singapore)**
  - **Motion Picture Association (MPA)**
  - **Business Software Alliance**
  - **Microsoft Singapore Pte Ltd**
  - **Hewlett-Packard Far East Pte Ltd**
  - **LEVIS Strauss**
  - **Electronic Arts**
- **There are about 7,000 HIP Friends to date.**

# Looking Ahead

- **HIP Alliance will be undergoing another round of revamp in 2007 to keep up with current trends**
- **Continue to grow the number of HIP Alliance members and create more campaigns to promote awareness and respect for IP**
- **Engage regional and international public and private sectors to share experiences on making HIP Alliance a more widely accepted initiative for public awareness education**

# The End

# Thank you

***[www.ipos.gov.sg](http://www.ipos.gov.sg)***



# **PUBLIC-PRIVATE PARTNERSHIP IN PUBLIC EDUCATION**

**MICHAEL C. ELLIS  
SENIOR VICE PRESIDENT & REGIONAL DIRECTOR, ASIA-PACIFIC  
MOTION PICTURE ASSOCIATION**

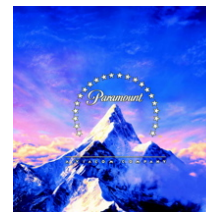




# MPA MEMBER COMPANIES



**Buena Vista International, Inc.**



**Paramount Pictures Corporation**



**Universal International Films, Inc.**



**Warner Bros. International Theatrical Distribution,  
a division of Time Warner Entertainment Company, L.P.**



**Sony Pictures Releasing  
International Corporation**



**Twentieth Century Fox International  
Corporation**



# MPA/MPAA HISTORY

- Motion Picture Association of America (MPAA) founded 1922 as U.S. film industry trade association
- Motion Picture Association (MPA) formed in 1945 as international arm of MPAA
- 14 Asia-Pacific programs
- MPAA member company films show in more than 150 countries; MPAA member company TV shows air in more than 125 countries





# MANDATE

“You’re going to have to trust me.”

– Tom Cruise as Ethan Hunt, *Mission: Impossible 3*



# MANDATE

- Fighting piracy and promoting and protecting intellectual property rights in 14 countries and territories throughout Asia-Pacific
- Developing and supporting the film industry worldwide
- Represent member companies to international, regional and national authorities and in various forums
- Liaison with U.S. government agencies on trade issues
- Liaison with IP associations and organizations to develop cohesive strategic approaches to address issues



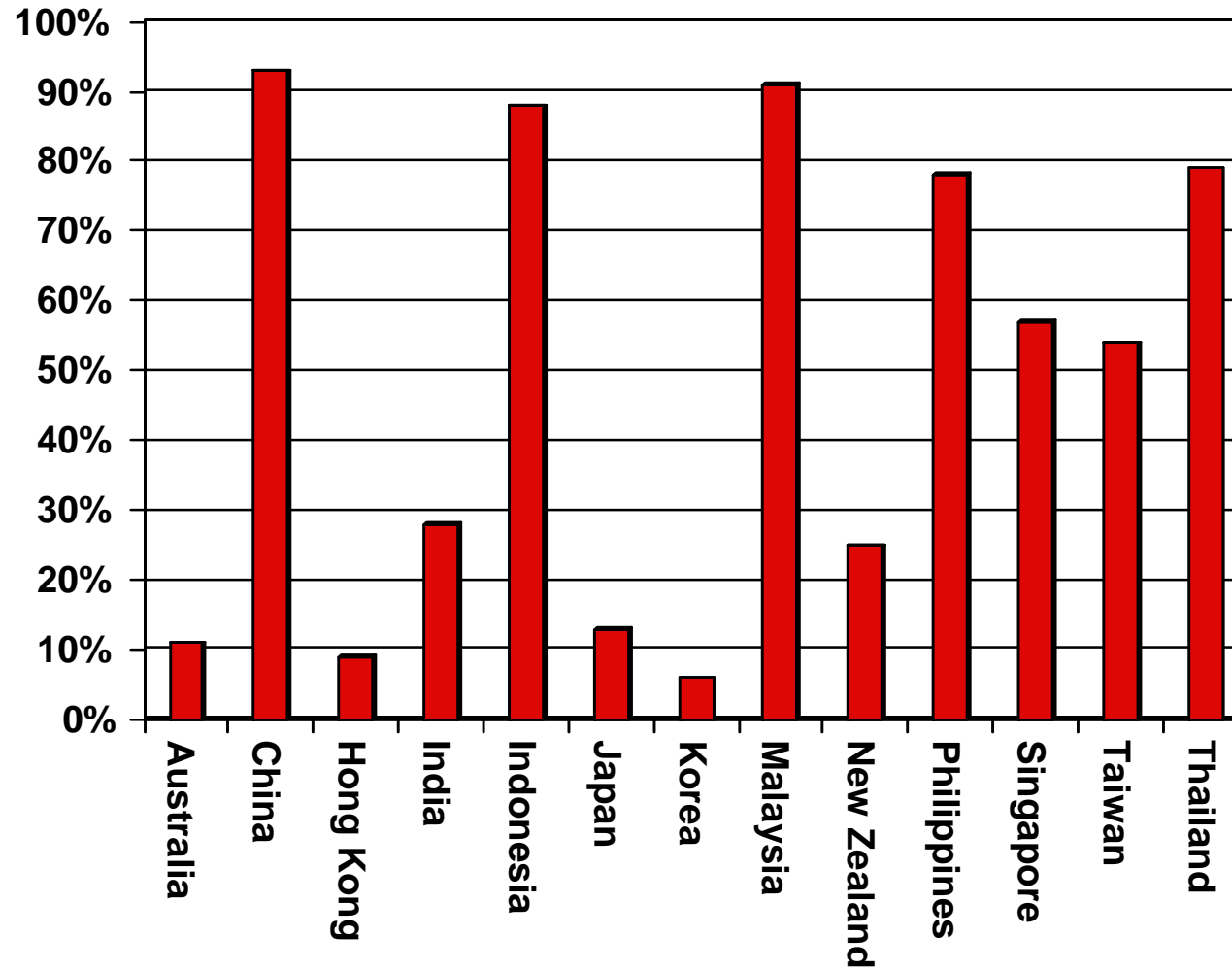
# OPERATIONS

## ASIA-PACIFIC REGION • 2005

- **OPS:** 34,000+ investigations resulting in 10,500+ raids
- **SEIZURES:** 34,000,000+ illegal optical discs  
55 factory optical disc production lines  
3,362 optical disc burners seized
- **LEGAL:** 8,000+ legal actions initiated
- **OUTREACH:** Anti-piracy trailers  
Film production & screenwriting workshops in China  
Reports issued on organized crime & drug involvement in piracy  
Education outreach (primary, secondary, tertiary)



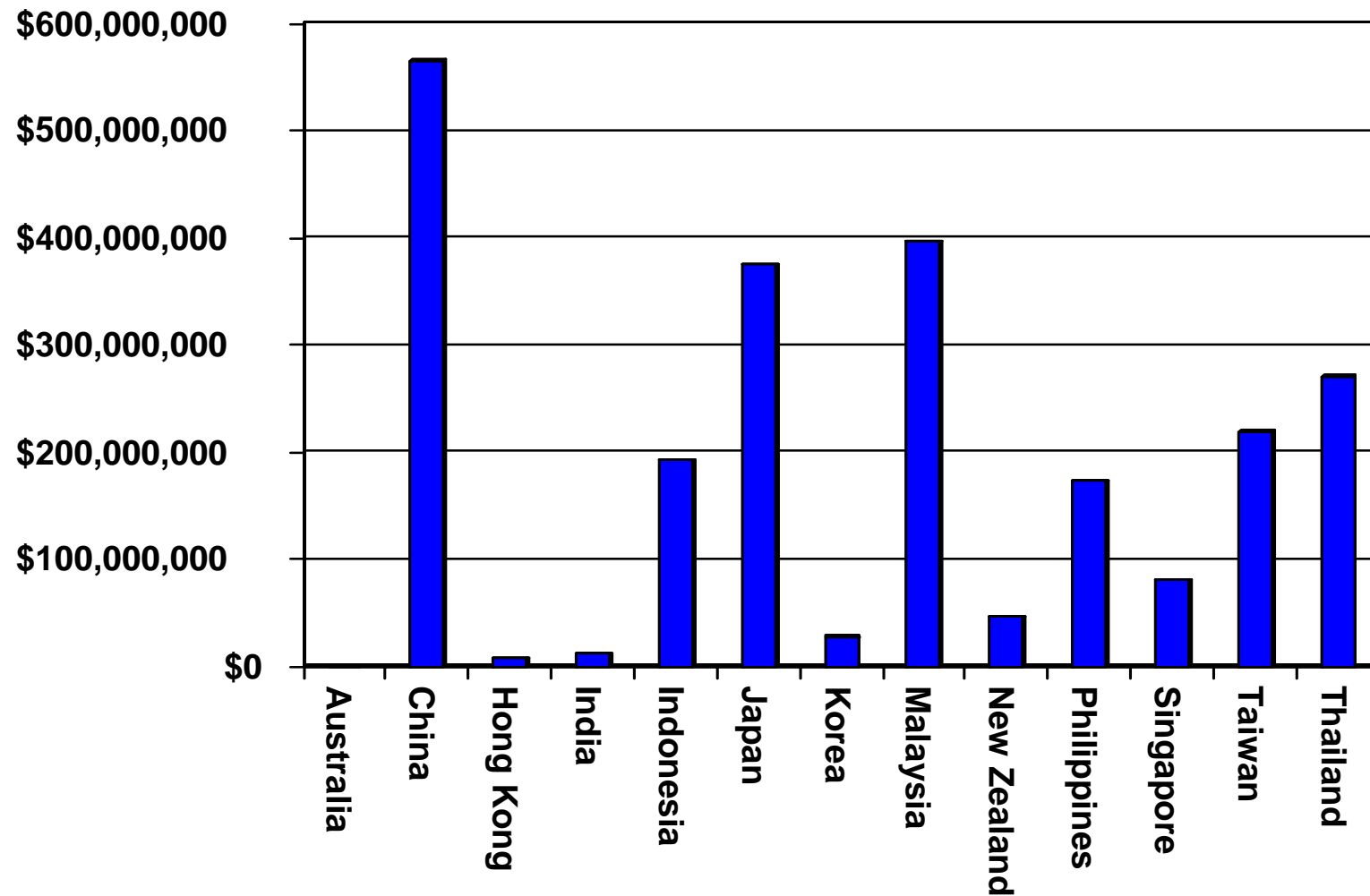
# PIRACY RATES







# PIRACY LOSSES



Consumer spending losses on MPA member company product



# A TOUGH BUSINESS

“Well, the way they make shows is, they make one show. That show's called a pilot. Then they show that show to the people who make shows, and on the strength of that one show they decide if they're going to make more shows. Some pilots get picked and become television programs. Some don't, become nothing. She starred in one of the ones that became nothing.”

– Samuel L. Jackson as Jules Winnfield, *Pulp Fiction*



# A TOUGH BUSINESS

- The average cost to make and market an MPAA film was \$96.2 million in 2005. This includes \$60 million in negative costs and \$36.2 million in marketing costs.
- In 2005, the total of new films released increased by 5.6% from 2004, with 549 new films versus 520 in 2004.





# A TOUGH BUSINESS

- In U.S. theatrical release, only one in 10 movies recovers its original investment
- Counting all revenues, including home video & television, only four in 10 movies recover their original investments





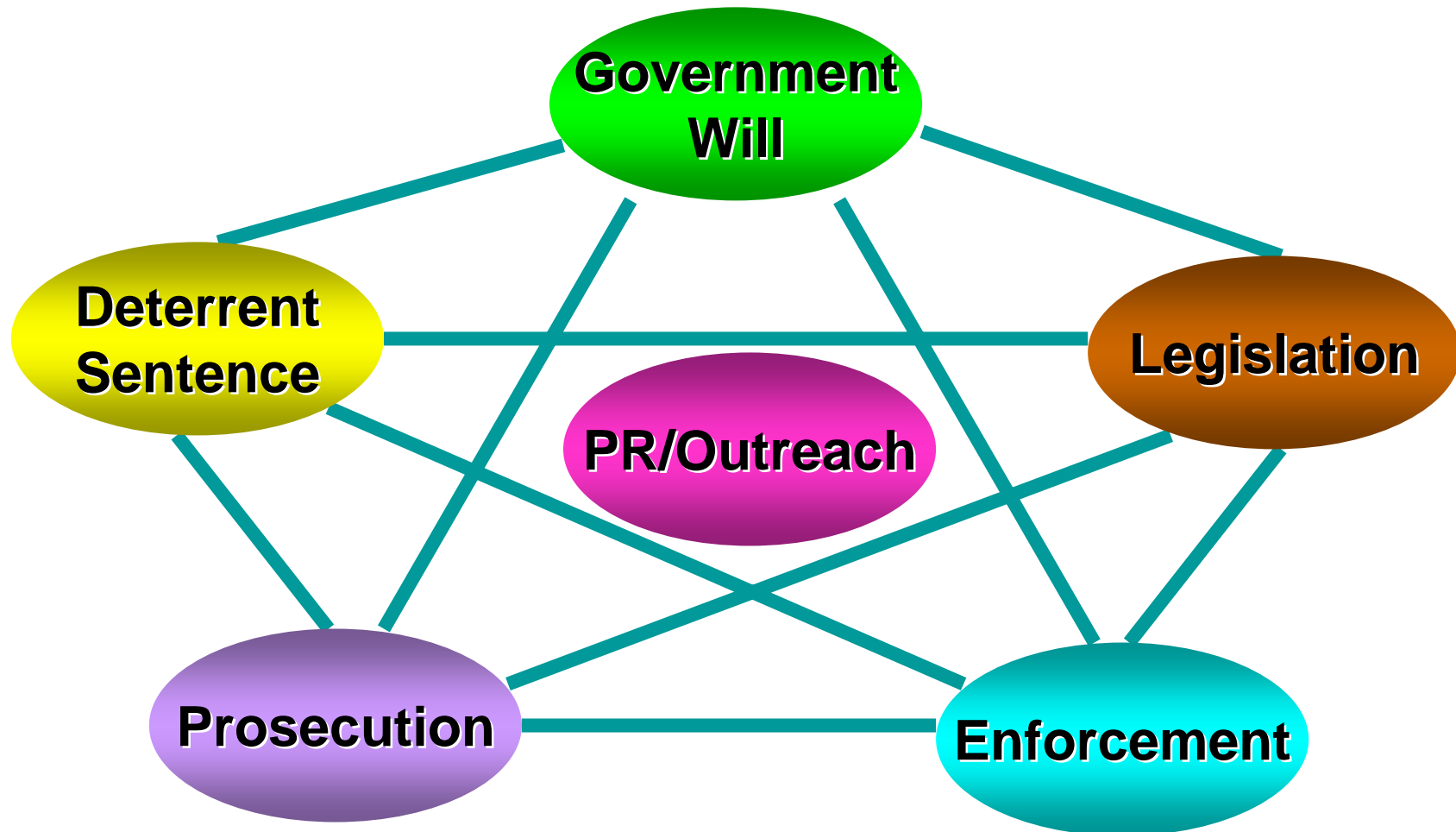
# A TOUGH BUSINESS

- In 2005, worldwide movie industry **consumer spending losses** estimated at **US\$18.2 billion**.
- MPA **member company losses** estimated at **US\$6.1 billion**.
- Industry-wide **Asia-Pacific consumer spending losses** estimated at **US\$5.5 billion**.
- MPA **member company losses in Asia-Pacific** estimated at **US\$1.2 billion**.
- **Global Internet piracy losses** estimated at **US\$7.1 billion**.





# SYNERGISTIC APPROACH







# EDUCATION

“What I'm selling and who I'm selling it to should be the least of your worries.”

– Philip Seymour Hoffmann as Owen Davian, *Mission: Impossible 3*



# GOVERNMENT EDUCATION

## Hong Kong

Education budget, Youth Ambassador program, Scout IPR badge, schools outreach, educational materials (print, comics, web)

## Singapore

Month-long IPR campaign culminates in World IP Day, seminars, advertising

## Malaysia

Education budget, road shows, seminars, IP days

## Japan

Numerous government campaigns/initiatives (police, economic ministry, finance ministry) aimed at public/students

## Thailand

IP Fair, seminars, public IPR campaigns

## Taiwan

Trailer, advertising, IPR-related exam questions





# MPA EDUCATION INITIATIVES

- Formation of MPA External Affairs & Education department (2005)
- Anti-piracy trailers (“Street People”, “Downloader”, “Pele”, Arnie & Jackie”, Malaysia-produced)
- University “Best Practices” roadmap (acceptable use policies)
- Comprehensive support of government efforts
- Campus speaking tours
- Production of educational materials for schools
- IPR awareness video production





# MPA EDUCATION INITIATIVES

***Copyright or Copywrong*** will support wide-ranging programs from government, education and industry groups delivered through schools, workplaces and the Internet to:

- explain new copyright laws
- guide the public on how to lawfully use or incorporate others copyright works
- guide workplaces on managing copyright risks
- give context to the consequences of copyright theft in the community, and
- to promote informed debate on copyright issues.

The logo for 'Copyright or Copywrong' is a black rectangle with a white horizontal band in the center. The words 'COPYRIGHT OR' are written in white, bold, sans-serif capital letters in the black area above the band. The word 'COPYWRONG' is written in black, bold, sans-serif capital letters in the white band.



# MPA EDUCATION INITIATIVES

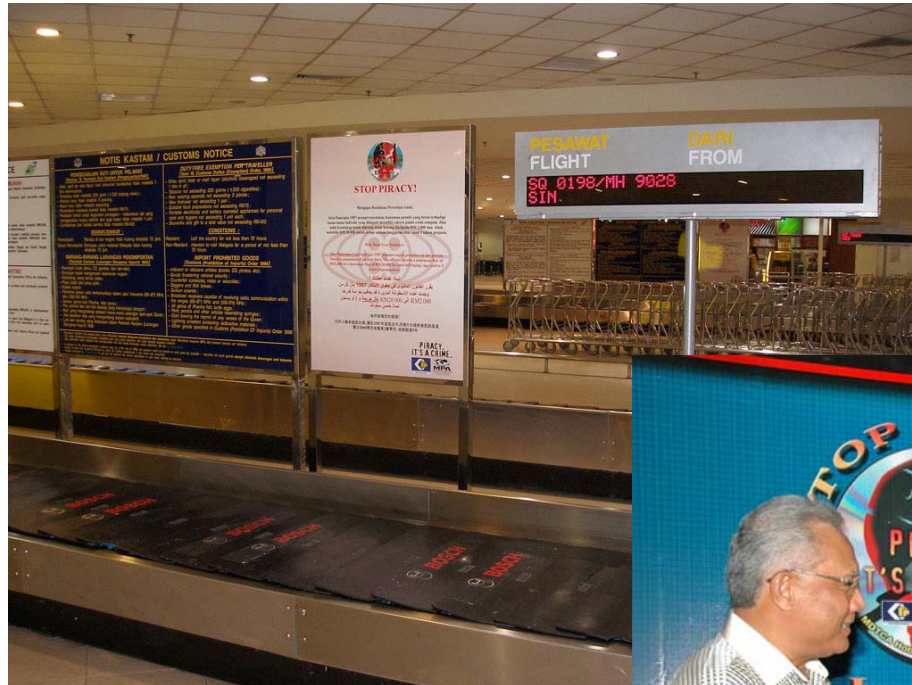
- MPAA partnership with Students in Free Enterprise (SIFE) to organize an anti-piracy public service announcement (PSA) contest for students in SIFE chapters in the U.S.A.
- SIFE, an international non-profit organization with chapters on more than 900 U.S. college campuses, specializes in mobilizing university students to create economic opportunity for others while discovering their own potential.
- Asia-Pacific rollout in 2007







# EDUCATION



Malaysia

Malaysia







# EDUCATION



Japan

Japan





# EDUCATION



Thailand

Hong Kong







# EDUCATION



India

India





# WINNING AGAINST PIRACY

## ENFORCEMENT

- Investigation, Raids, Seizures, C&D Letters, Arrests

## LEGISLATIVE/JUDICIAL

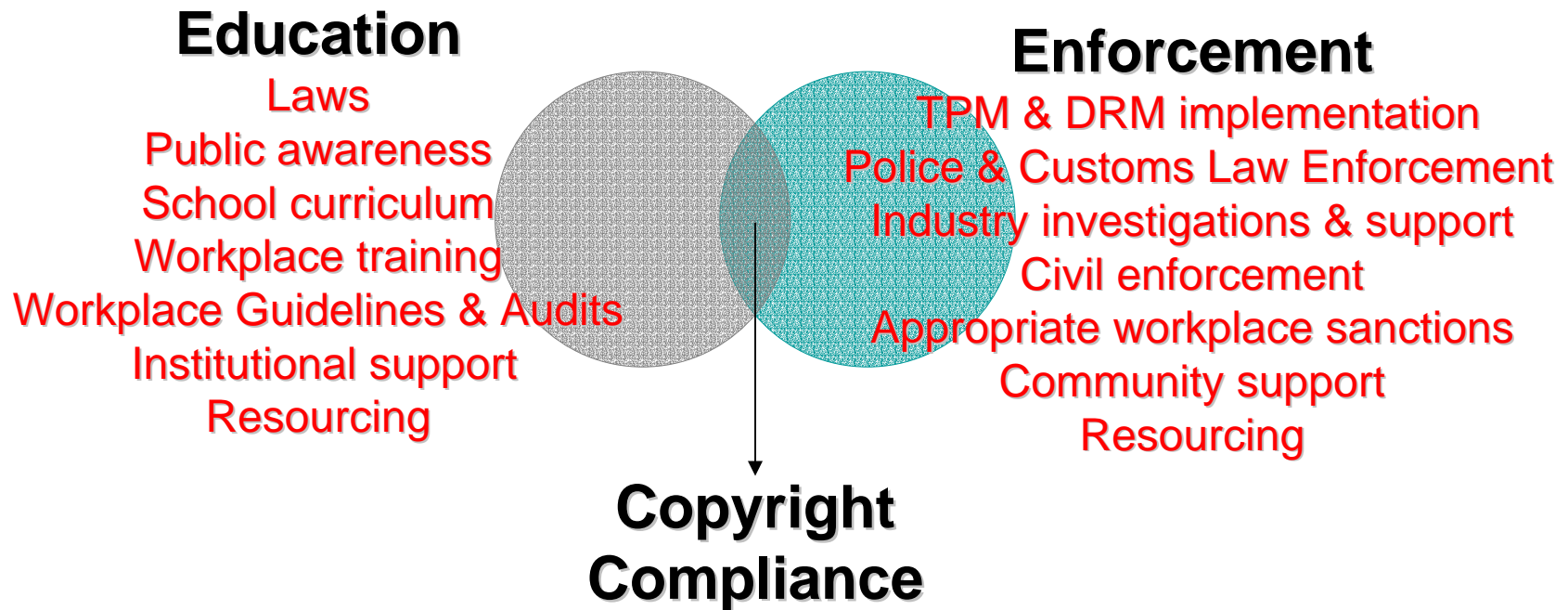
- Legislative reform, Criminal thresholds, Deterrent sentencing

## EDUCATION

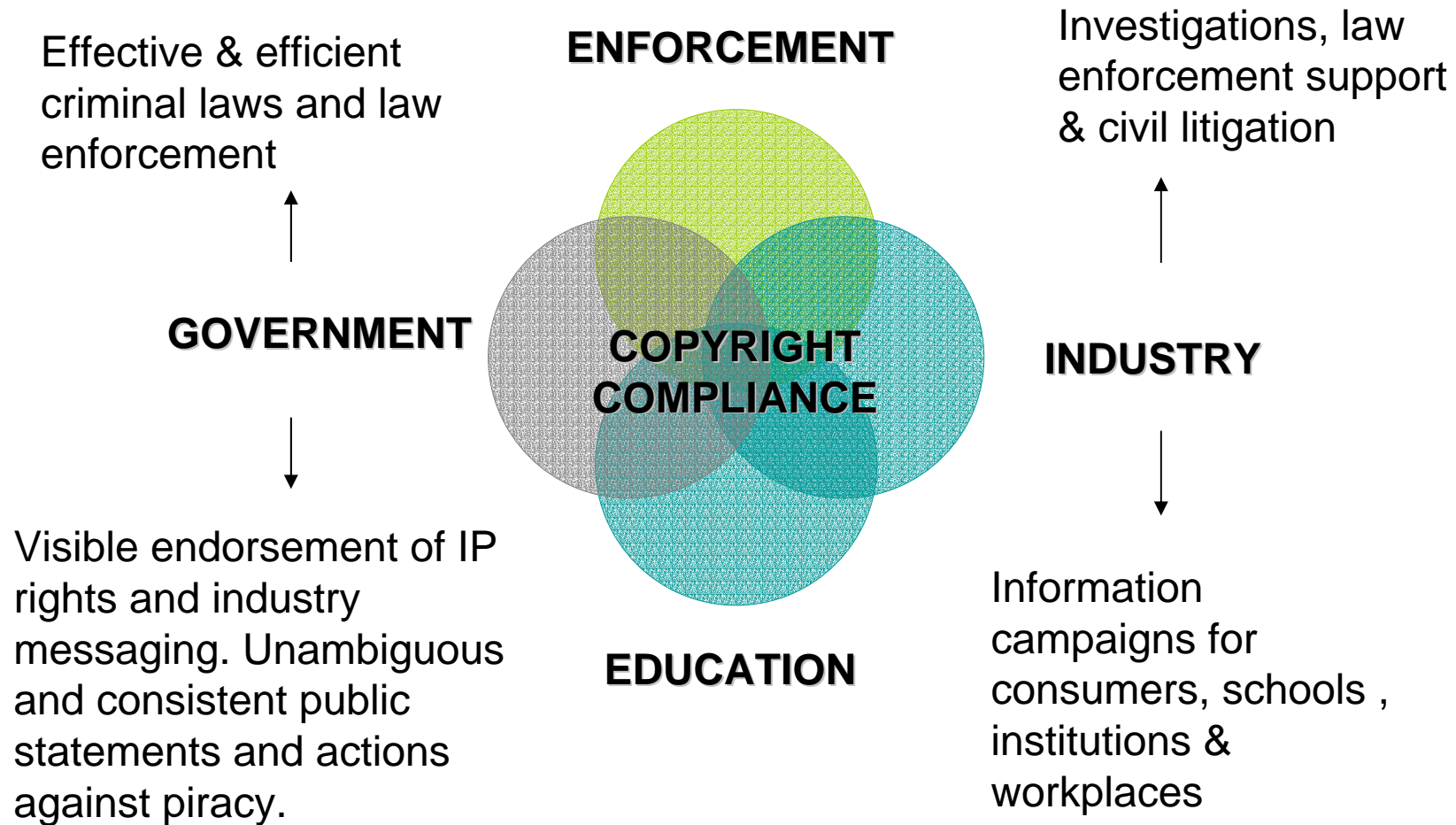
- Social change (“intellectual property theft is wrong and damages society”)

# Compliance Matrix

**Industry Partnership  
Schools, Institutions and Workplaces**



# Strategic Partnerships







# THE MOUNTAIN IS HIGH ...





# **WORLD FIRST AS DOGS TRAINED TO DETECT DVDS**

## **Partnership with Courier Companies and Enforcement Agencies**





# QUESTIONS/DISCUSSION

“Don't you hate that?”

“What?”

“Uncomfortable silences.”

– John Travolta and Uma Thurman  
as Vincent Vega and Mia Wallace, *Pulp Fiction*





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# APEC IPEG Workshop 2006

## *Public-Private Partnership in Public Education Program - Promoting IPRs to Youth*

Jenny WONG

Head, Marketing Division

Intellectual Property Department, Hong Kong, China

9 November 2006

# Agenda

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- Background of public awareness programmes
  - Demographic data for youth sector in Hong Kong
  - Generational Marketing
  - The importance of partnership marketing
  - How to choose your effective partners and achieve synergies
  - Various partnership programmes
  - Independent Public Awareness Programmes
-



# Background of Public Awareness Programme

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- Started in 1997
- Average annual budget US\$1 million

# Background of Public Awareness Programme

## *Strategy*

- Market research
- General background campaigns
- Focus group campaigns
- Partnering with related bodies - including stakeholders, government departments, IP professionals, Mainland China counterparts, international organisations etc.



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# Market Research



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# Survey on Public Awareness of Protection of Intellectual Property Rights

*Carried out annually since 1999*

- Examine current level of public awareness of protection of IPRs
- Compare changing patterns of public attitudes toward IPRs over the past years
- Benchmark Intellectual Property Department's (IPD) work on public education on IP

# Focus Group Campaigns

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- General Public
- **Students/Youth**
- Retailers and Consumers
- SMEs
- Government Departments



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# Focus Group Campaigns Students/Youth



# Demographic Data for Youth Sector in Hong Kong

---

## *Youth population and age groups*

- Total population for aged 15 or above in Hong Kong: 5.9 million (as of Nov 2005)
- 43.3% of total population aged between 15 to 39

## *Number of primary and secondary schools*

- 1,300 schools covering youth aged between 6 to 17



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# Survey on Public Awareness of Protection of Intellectual Property Rights

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## *Findings of Public Awareness Survey 2005*

Respondents aged below 30 more likely to visit  
newsgroups/unauthorised websites and download  
MP3/movies/ebooks/games and upload them to Internet for sharing

# Generational Marketing

- Considers lifestyle, social values and culture
- More than demographic factors like age, education, income and gender
- What's the implication for our youth programmes?

*IPD is committed to promoting a culture among  
young people of respective creativity  
and fostering future economic growth*

# The Importance of Partnership Marketing

## Benefits:

- Brings together stakeholders with shared goals
- Accesses target groups more effectively
- Stakeholders have credibility with target groups which helps us get our message across more easily
- Avoids duplication of efforts, helps focus resources
- Facilitates practical and concrete results
- Synergies obtained

# How to Choose Effective Partners and Achieve Synergies

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Partners who:

- Share similar goals to your organisation
  - Can access your target group effectively
  - Establish credibility with the target group
  - Are interested in sponsorship of your programme
  - Can help bring about practical and concrete results
  - Provide resources that fill gaps in your organisations' capabilities
-



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# Various Partnership Programmes



# “I Pledge” Campaign

- Launched in 1999
- Targeted mainly at young people
- Members pledge to buy and use only genuine goods
- Regular member activities
- Over 9,000 members
- Co-operate with the music industry in implementing the publicity programmes





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# “I Pledge” Concerts



# I Pledge & Youth Ambassador Scheme

- An evening party to be organised at the Ocean Park on 6 January 2007
- Co-operate with Hong Kong Customs and 11 uniformed youth associations
- Membership drive programme for “I Pledge Campaign”
- Promote the respect for IPR among young people





# IP Tutor Programme in Schools

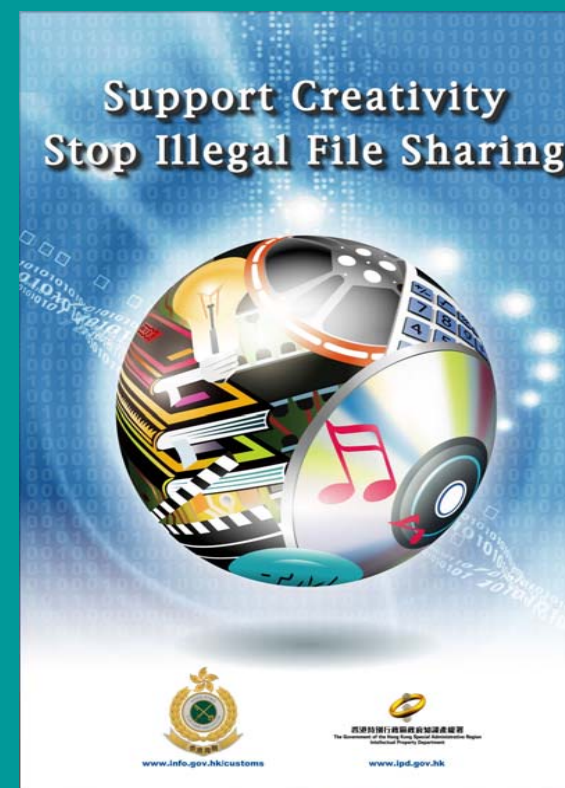
- Launched in Feb and Oct 2005
- Co-organised with the Hong Kong Professional Teachers' Union
- Objectives:
  - To promote awareness of and respect for IP among students
  - To train up a pool of qualified teachers with broad understanding of IP
- Targets junior Secondary students
- Next phase starts in February 2007



# Anti-Internet Piracy Campaign

Co-operation with Hong Kong Customs and stakeholders in launching a series of publicity activities from May to September 2006 to promote respect for IPRs in the digital environment

- Launching of two new TV Announcements
- Radio Partnership Programmes
- Launching of Youth Ambassador Scheme & I Pledge Campaign
- Promotion in search engine
- Publication of a Parental Guide



# Anti-Internet Piracy Campaign - Launching Ceremony on 29 May 2006





# Anti-Internet Piracy Campaign - New TV Announcements



# Anti-Internet Piracy Campaign Radio Partnership Programmes – School Tour during May to Dec 2006





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# Anti-Internet Piracy Campaign - Launch of Youth Ambassador Scheme & I Pledge Campaign on 19 July 2006







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# Anti-Internet Piracy Campaign - Promotion on Search Engines

Users search on "online games"

Web images Groups News Froogle Local Desktop Moma more »

online game Search Advanced Search Preferences

Web Results 1 - 10 of about 243,000,000 for online game (0.13 seconds)

[Miniclip.com - Free Online Games, Multiplayer Games and more...](#)  
Miniclip.com - Free Online Games. Massive Multiplayer Games, sports games, adventure games, and many more.  
[www.miniclip.com/](#) - 35k - 6 Feb 2006 - [Cached](#) - [Similar pages](#)

[Yahoo! Games](#)  
136232 Players Online  
customers ... Ciner  
[games.yahoo.com](#)

[Multiplayer Online](#)  
Features a category  
reader submissions  
[www.mpogd.com/](#)

[games.com](#)  
Includes arcade, board  
[www.games.com/](#)

[MSN Games - Free](#)  
Play the best free  
multiplayer card and  
[games.msn.com/](#)

[Kid's Domain Online](#)

Untitled Document - Microsoft Internet Explorer

[http://www.ipd.gov.hk/hkhelp/pressroom\\_en/ahd/national\\_copyrights/2006en.html](#)

漫【話】知識產權II

尊重創意 切勿非法上下載  
知識產權署希望透過漫畫系列，提醒  
市民尊重知識產權，停止網上侵權行為  
[www.ipd.gov.hk](#)

[Play Free Online Games](#)  
Play Online Games Free at the  
New Atlantis Online Games Site!  
[Atlantis.BigFishGames.com](#)

[The Most Mp3 Advance](#)  
Over 1 billion files to download  
never have a limit, no fees!  
[mp3advance.com](#)

IPD Ad will be shown.  
Hyperlink to Comic Series

# Anti-Internet Piracy Campaign - Publication of Parental Guide

- Partnership with the music industry
- A guide for parents about P2P, file-sharing and downloading



# Scout Programme on Respect for IPRs



- Co-operation with the Scout Association of Hong Kong
- To promote awareness of and respect for IP among the younger generation
- Aims to provide IPR training to various levels of Scouts, especially members from 7 to 65 years old.
- IPR Badge will be presented to those qualified scout members who have completed the programme
- Tutor training programme is also organised for scout leaders





# Scout Programme on Respect for IPR



Respect for IPR Fun Fair organised  
on 23 April 2006

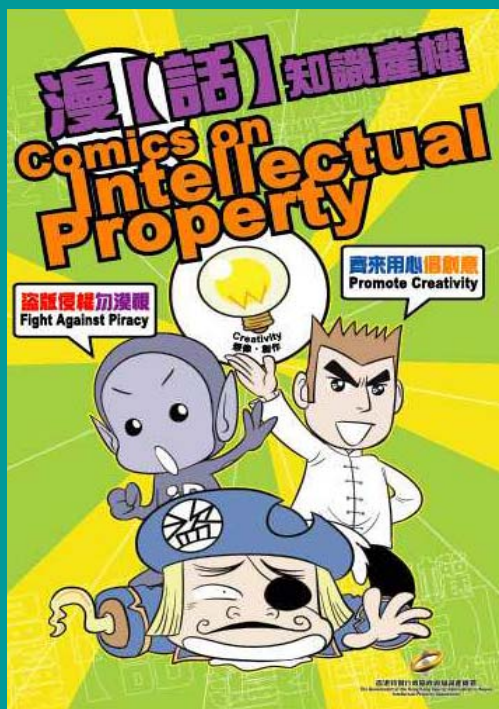
- Co-operation with the Scout Association of Hong Kong, Hong Kong Intellectual Property Society, Motion Picture Association, Hong Kong Customs & Excise Department





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# Comic Book Series I & II



Poster



Comic Book I



Comic Book II

Cooperation with Hong Kong Comics Federation



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# Independent Public Awareness Programmes

# School Visit Programme

- Started in 1997
- Partnership with the education sector
- Targeting to secondary school students
- Visits to 650 secondary schools covering over 220,000 students (as of Sept 2006)





# Web-based Teaching Kit “IP Interactive Zone”

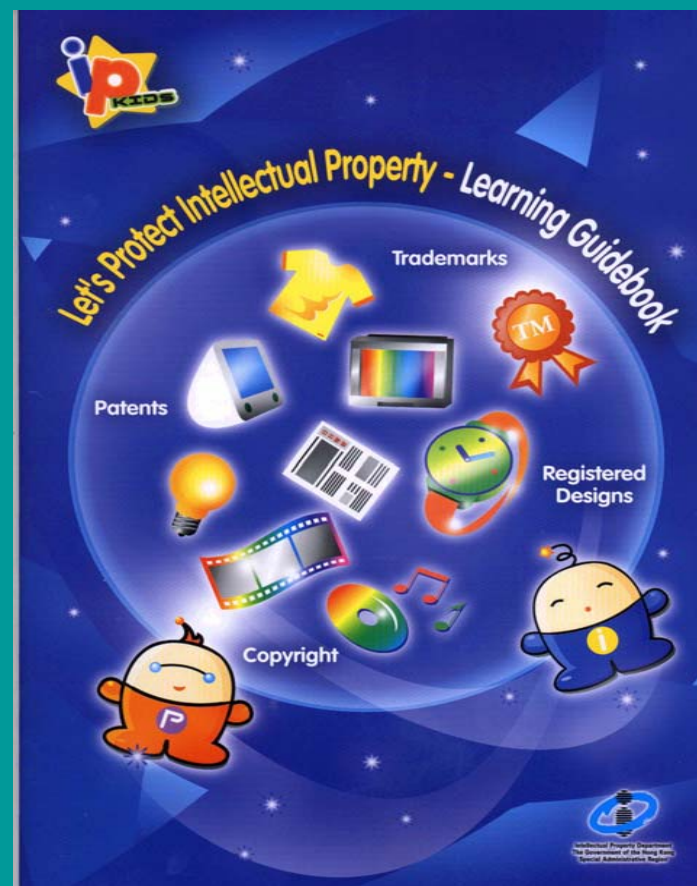
- Target groups: senior primary school students & secondary school students; teachers & general public
- To create interest in and promote understanding of IP in an interactive mode
- To provide teachers with easy-to-use IP teaching materials

[www.ip-kids.gov.hk](http://www.ip-kids.gov.hk)



# Let's Protect IP - Learning Guidebook

- To complement the web page “IP Interactive Zone”
- To help students understand IPRs through interactive activities like role-play, workshops etc





## 3-Dimensional Computer Game

- A.P.A.T.  
(Anti Piracy Action Team)
- Launched in August 2004
- Target Group: Aged 10 or above
- Game Developer:  
Hong Kong Polytechnic University



<http://www.ipd.gov.hk>



**Main Character– Bruce Pak**



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## Participation in Public Exhibitions

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- Hong Kong Comic Festival/Hong Kong Ani-com (2002-2006)
- Hong Kong Computer and Communication Festival (2003-2006)
- Hong Kong Book Fair (2005-2006)

# Participation in Public Exhibitions



Hong Kong Ani-Com 2006



Hong Kong Book Fair 2006





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# Free Giveaways



**“No Fakes”  
Key Chain**



**“No Fakes”  
Card holder**



# IPD Website

Youth can access 3-D game, comics, interactive teaching kit, publications and reference materials

<http://www.ipd.gov.hk>





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THANK YOU



# Measuring the Effectiveness of Public Education Programs

Marc Nicholson  
Rocket x

APEC IPR Public Education and Awareness Platform  
November 10, 2006

r o c k e t - x

# Public Education Campaigns



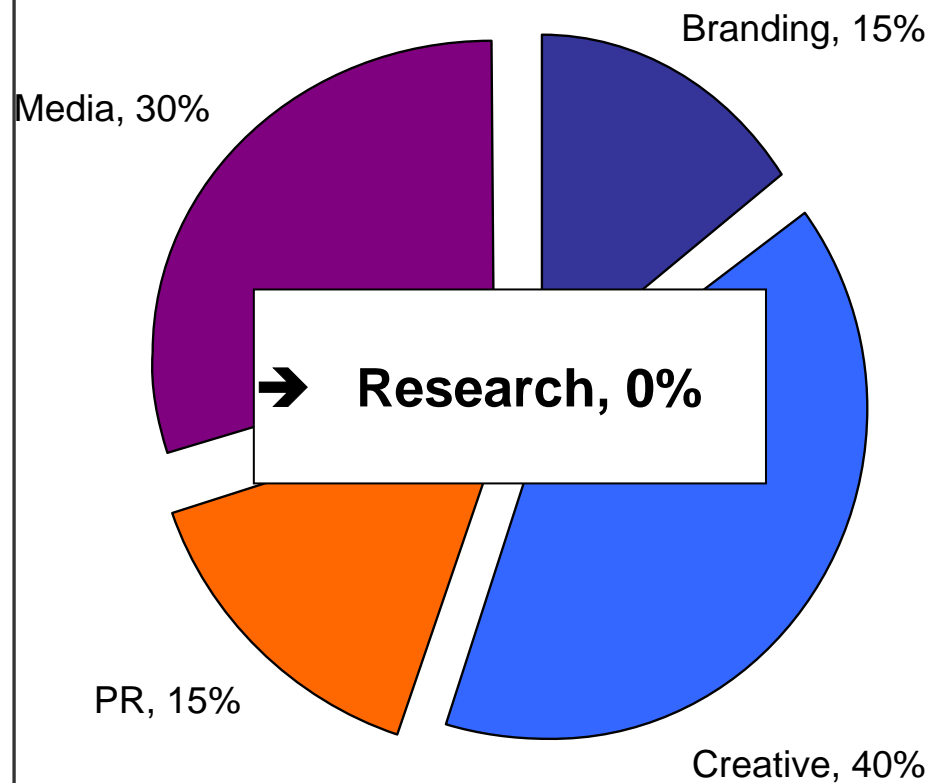
r o c k e t - x

# Issue

Limited budgets and a desire to maximize your impact.

Inclined to spend all your money on content, production and media.

But you leave out research at your peril.



## Integrated Marketing Campaign

TV	8%
Radio	2%
Print	1%
Outdoor	4%
Online	3%
Direct Mail	1%
Events	2%
Roadshows	4%
Endorsement	4%
Concept	5%

Total	40%
-------	-----

# Why should you conduct research?

1. Review your of advertising effectiveness (the reflective view)
2. Look for prescriptive insight into how advertising strategies and media placement can be improved in future campaigns
3. Collect and share data. Among yourselves. With other public education groups.



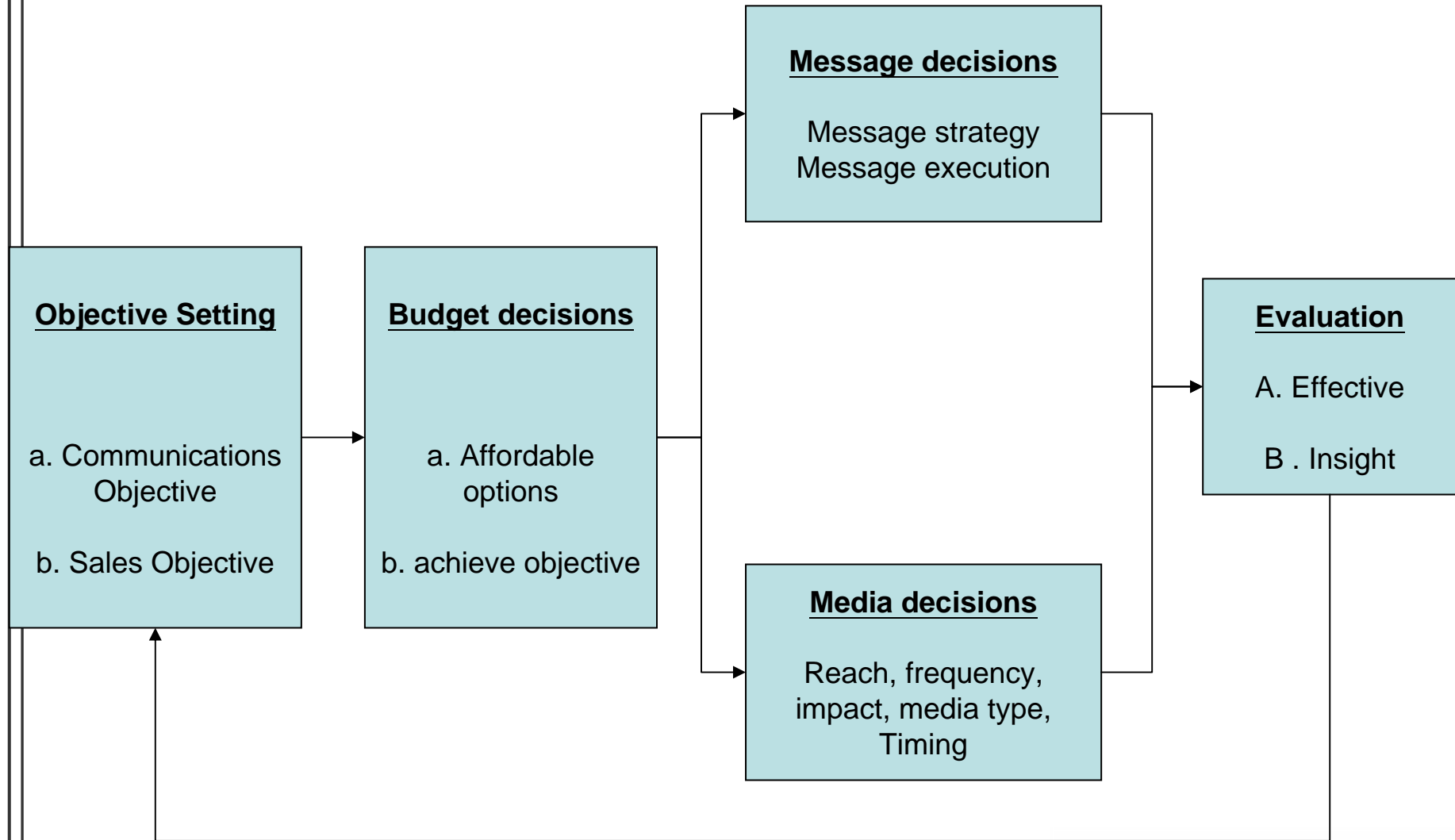
# What are we trying to do?

## COMMUNICATIONS EFFECT



- **Communications Effect:** degree to which consumers go beyond just recalling advertising and become influenced by it. It is more than just awareness
- The advertising must engage consumers at an emotional level and encourage them to participate or interact with the product or message.
- If it does the result is **Motivational Advertising:**
  - Advertising that creates positive change in behavior.

# Decision process





# Setting research objectives

- ➔ Is my advertising motivating my audience to change its behaviour?

## Four step Process:

- ➔ Set macro goals
- ➔ Set expectations for marketing activity
- ➔ Test: What does the market think
- ➔ Repeat from above

# 1. Set (realistic) goals

MACRO:

Where are we?

Short term

Medium term

Long term

“Inter property... what?”

“It’s not a crime, no one’s getting hurt”

“I buy em cause its easy and cheap”

“I can’t afford the real one”

“I hate Bill Gates”.

# 1. Set (realistic) goals

MACRO:

Where are we?

Short term

Medium term

Long term

“It means intellectual property, right?”

“I like that ad where that funny guy sings that dumb song ”

“it might be a crime but seriously, who cares”

**Short Term Goals:** Have recall of the campaign, recognition of the issue (message take out), and likeability

➔ Examine persuasiveness, involvement, relevance and entertainment factor.

# 1. Set (realistic) goals

MACRO:

Where are we?

Short term

Medium term

Long term

“Intellectual Property is kinda important”

“wow, I might get caught downloading”

“There are other options available to me other than stealing”

**Medium Term Goals:** Have a sense of accountability or responsibility for the issue.

- ➔ Measure the emotional effect created by the advertising
- ➔ Examine whether the target audience identifies with the message in terms of values, tone, volume

r o c k e t - x

# 1. Set (realistic) goals

MACRO:

Where are we?

Short term

Medium term

Long term

“I respect the creative industry and pirating hurts”

“it’s a serious crime. People go to jail”

“There’s nothing like the real thing”

“but I still hate Bill Gates”.

**Long Term Goals:** Target market is internalising the issue, making it a value system

→ Measure the degree to which people agree or disagree with the ads

→ Examine whether the target audience dissents with the messaging

r o c k e t - x

## 2. Set expectations for each activity

Activity	Expectation
ATL: TV, Radio, Print, Outdoor	Create awareness. Teaser, launch, sustain, Provide emotional connection with the message
Online	Draw people to educational resource, allow for interaction, fun, information resource, build CRM
BTL: Direct Mail	Engage the consumer, promote, respond.
PR	Provide un biased reporting on issue, reinforce the key message in non emotional way



# 3. Test

## A. **Qualitative Analysis:**

What are the prevailing attitudes towards my brand?

- Market surveys: measuring perception and understanding.
- Random Sampling – questionnaires (online, on the street, email)
- One to one interviews
- Focus groups

## B. **Quantitative Benchmarking:**

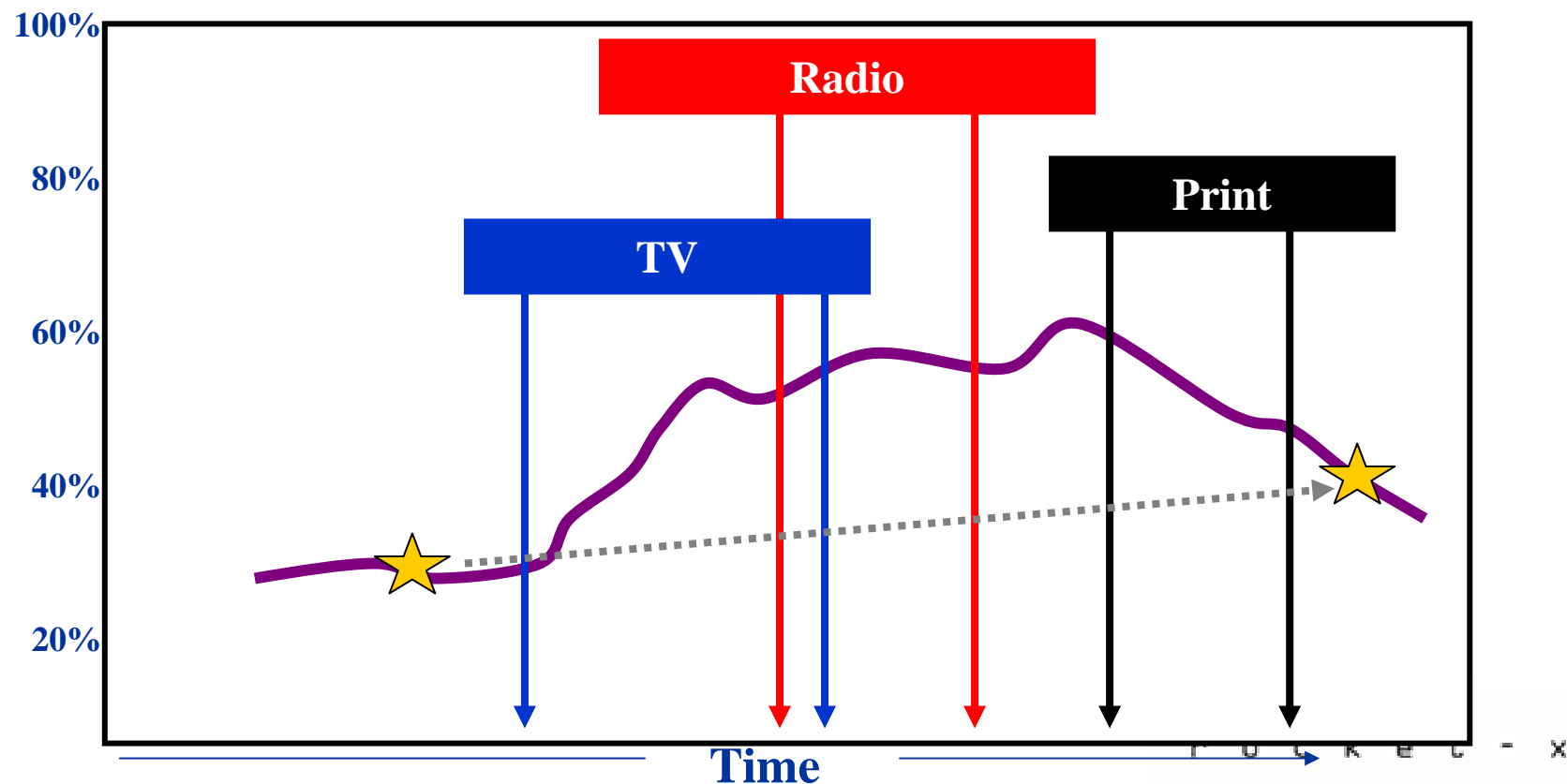
- sales, losses, volumes, market share
- Frequency of infractions
- Arrests, raids or otherwise

### 3. Testing – research companies

- Tracking studies: Offer periodic examinations of consumer reactions to the brand and its advertising
- Provides:
  - Measurement of Effectiveness
  - Diagnostics necessary to improve
- Measured progressively. Static data is not useful

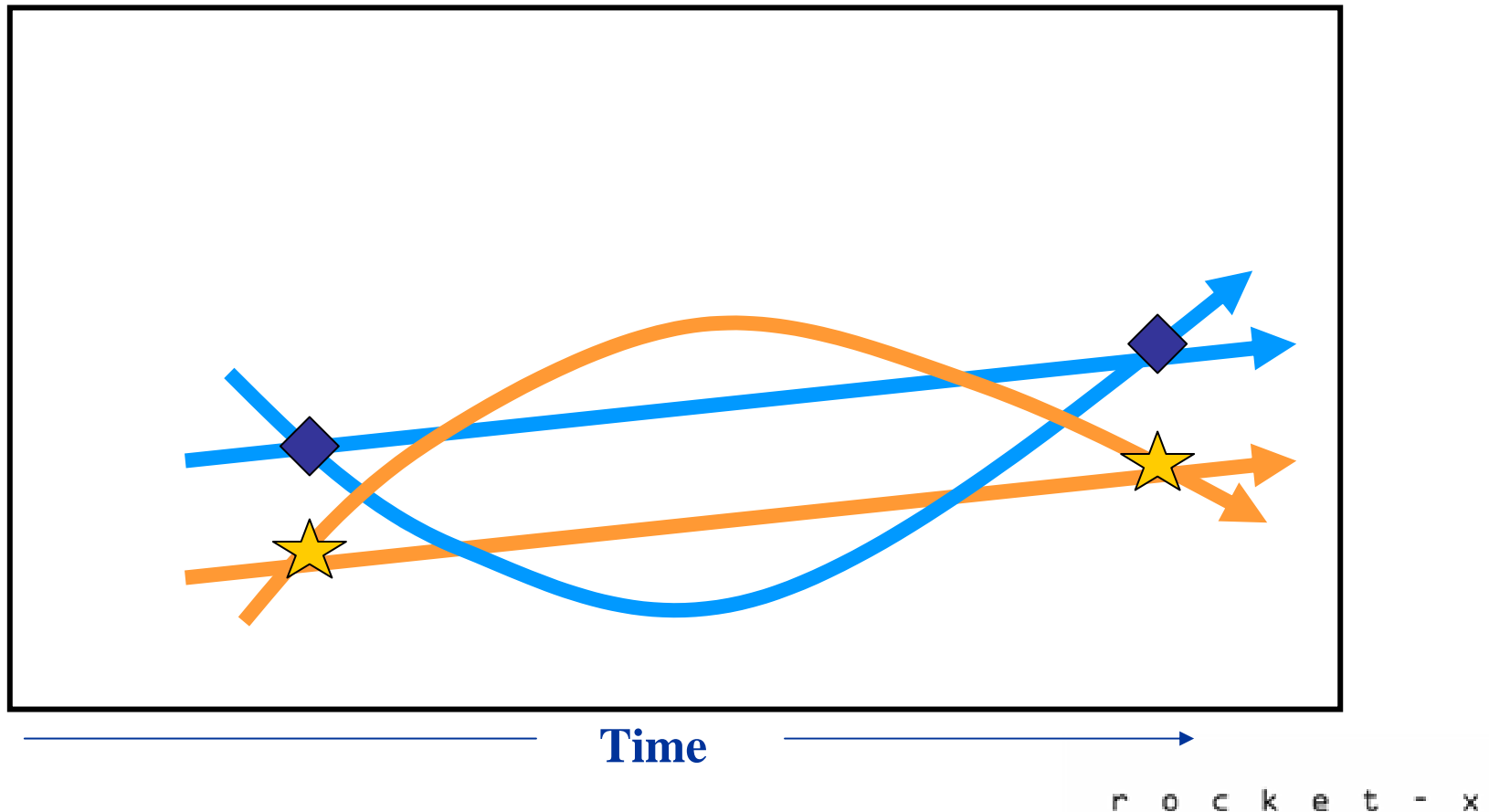
### 3. Tracking vs Dipstick Approach

- It is only when you track through a campaign can determine the true effect of the activity - The TV activity drove up awareness of the campaign, the radio maintained the heightened levels, but the print failed to have any desired impact



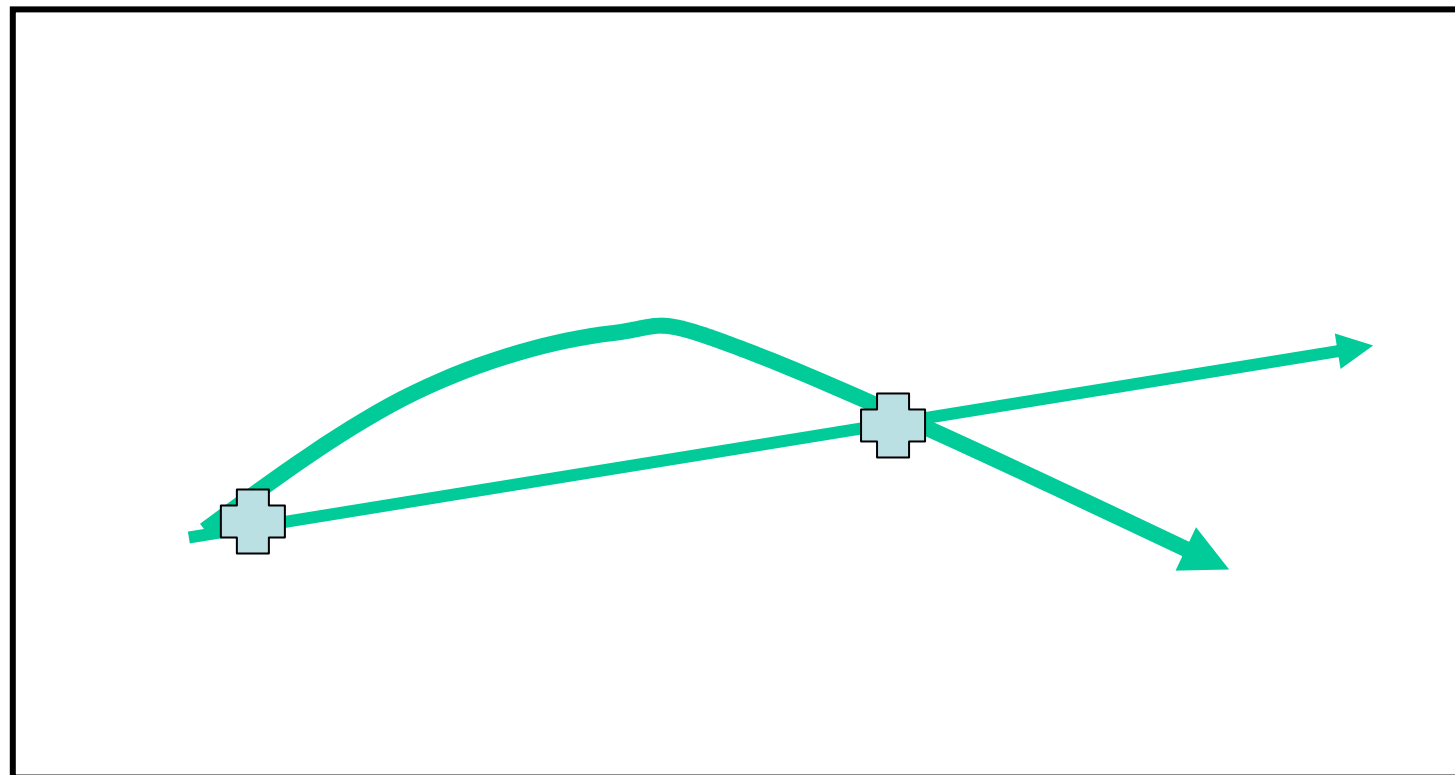
### 3. Relationships: Tracking Vs. Dipstick

Only regular tracking can identify true relationships

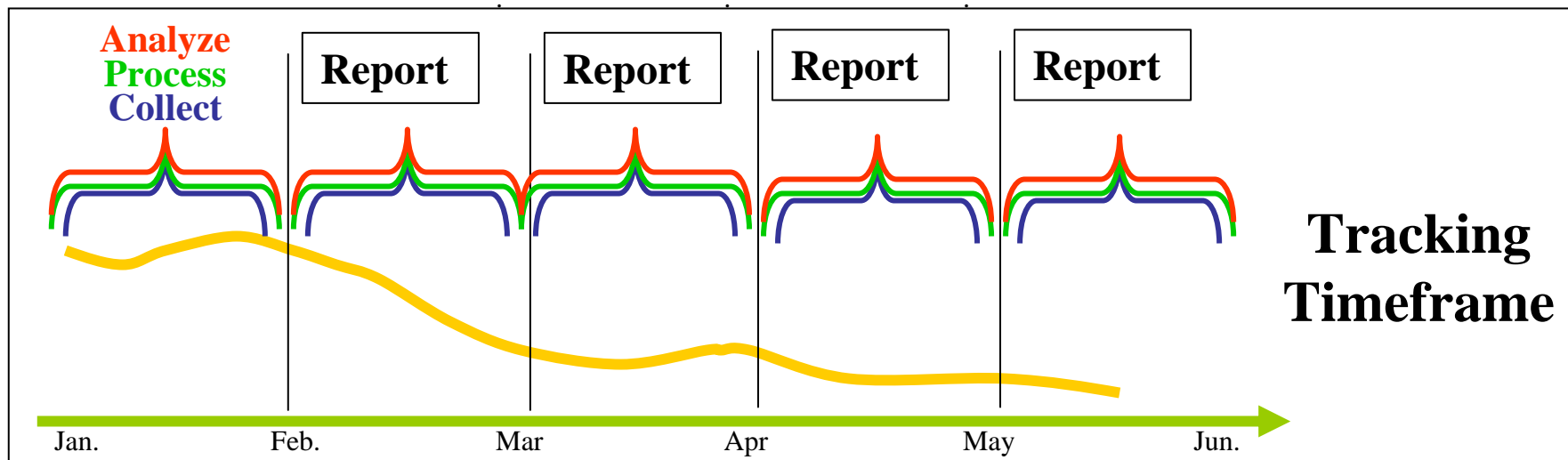
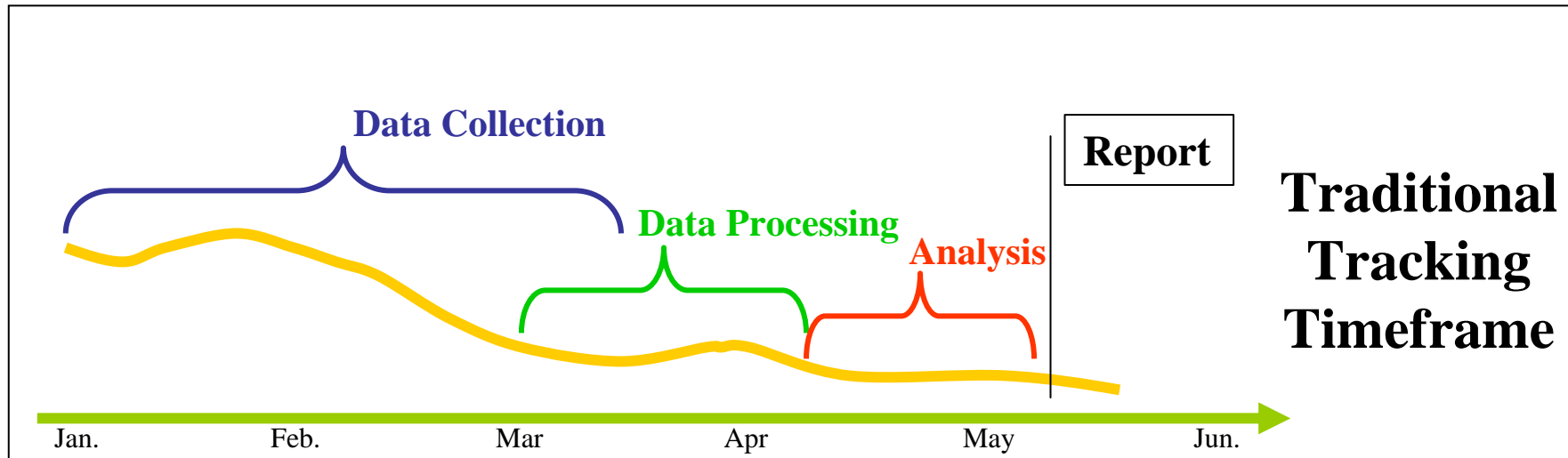


### 3. Trends: Tracking Vs. Dipstick

Only regular tracking can reveal accurate trends



### 3. Timeliness





### 3. Testing Effectiveness - Surveys

- Recommended: use Statistically relevant random sampling of target groups
- Bare Minimum: find a group of people from outside your office: go to the coffee shop. Ask friends. Use students.
- Collect both Qualitative and Quantitative Data
  - Do you know about this campaign?
  - Do you like the ads you've seen?
  - What percent of the market know what IPR is?
- Use Open Ended and Close ended questions
  - Is this a good ad?
  - Why?

### 3. Testing Effectiveness – Focus Group

- Excellent for pre market testing.
- Ask the question: Is this going to meet my expectation.
- For education campaigns, focus groups are your best options.
- Can hire professionals, or conduct yourselves.
- Group size 4 to 6 people
- Typical session: Warm up Exercise, develop familiarity, testing, discussion, debate, conclusion.
- Observe result. Fishbowl, Video,
- Issues to be aware of:
  - Dominating personalities
  - Group think



### 3. Testing – Online

Great quantifiable data in terms of:

- Visits
  - Page Views
  - Registrations
  - Entry points
  - Exit points
  - Time on site
  - Repeat visits
  - Cost of customer acquisition
- 
- Not so great in terms of evaluating emotional understanding

### 3. Evaluate Results

- Aggregate data
- Examine effectiveness of messaging
- Examine effectiveness of media channel
- Respond accordingly

## 4. Start Again

### Four step Process:

- ➔ Set macro goals
- ➔ Set expectations for marketing activity
- ➔ Test: What does the market think
- ➔ Repeat from above

# Parting comment

- If you're not sure -Just go for it.



Thank you

Walter Lee  
Vice President  
Consulting, SMB/Partnering Research

# ***Measuring the effectiveness of Public Education Programs***

[www.idc.com](http://www.idc.com)



# Who is IDC?

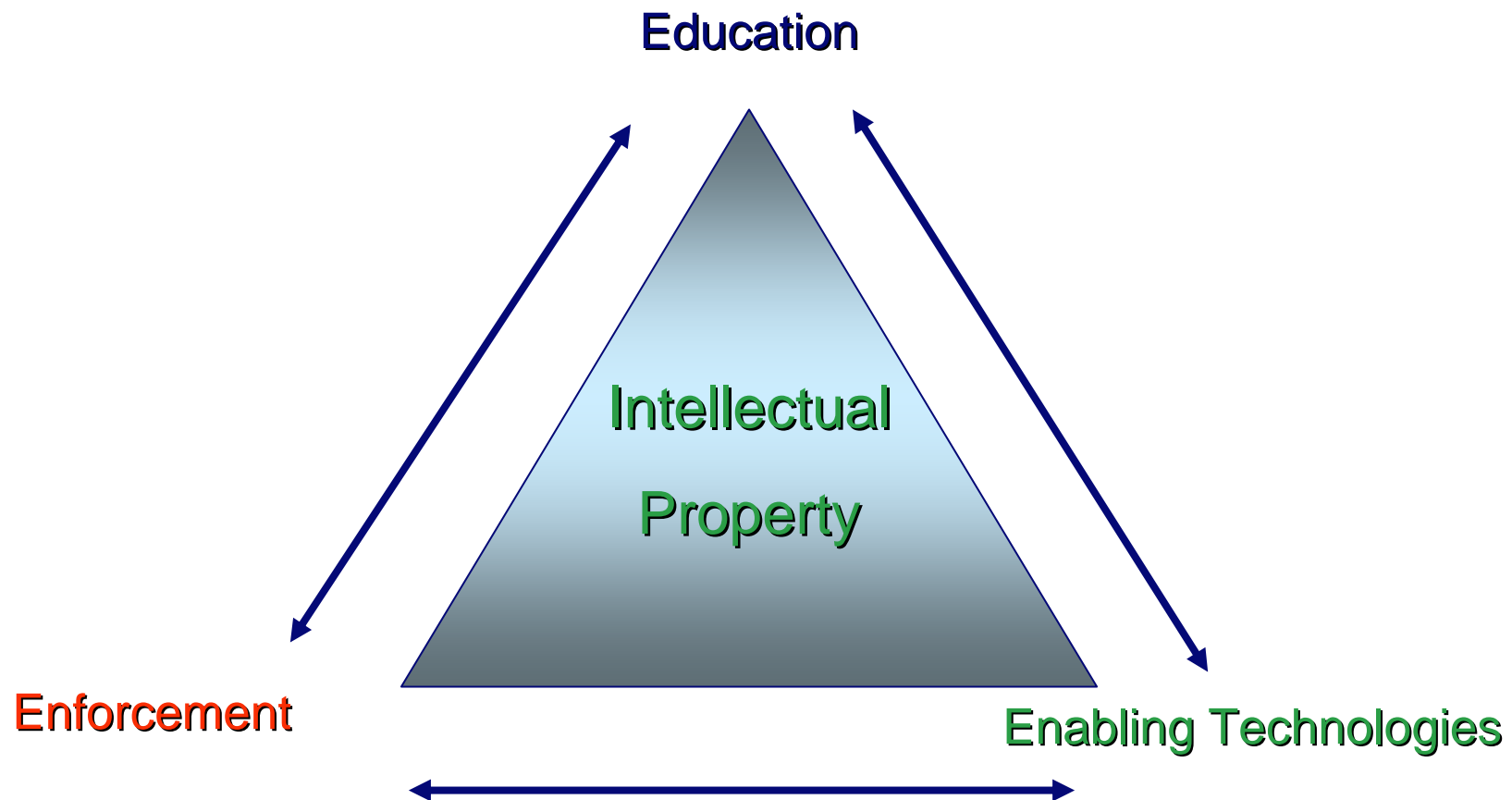
- Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends.
- IDC maintains local presence in 14 major Asian markets, providing our clients with the local presence and knowledge combined with the worldwide focus that is necessary to completely understand the market.
  - Australia
  - China
  - Hong Kong
  - Indonesia
  - India
  - Japan
  - Korea
  - Malaysia
  - New Zealand
  - Philippines
  - Singapore
  - Taiwan
  - Thailand
  - Vietnam



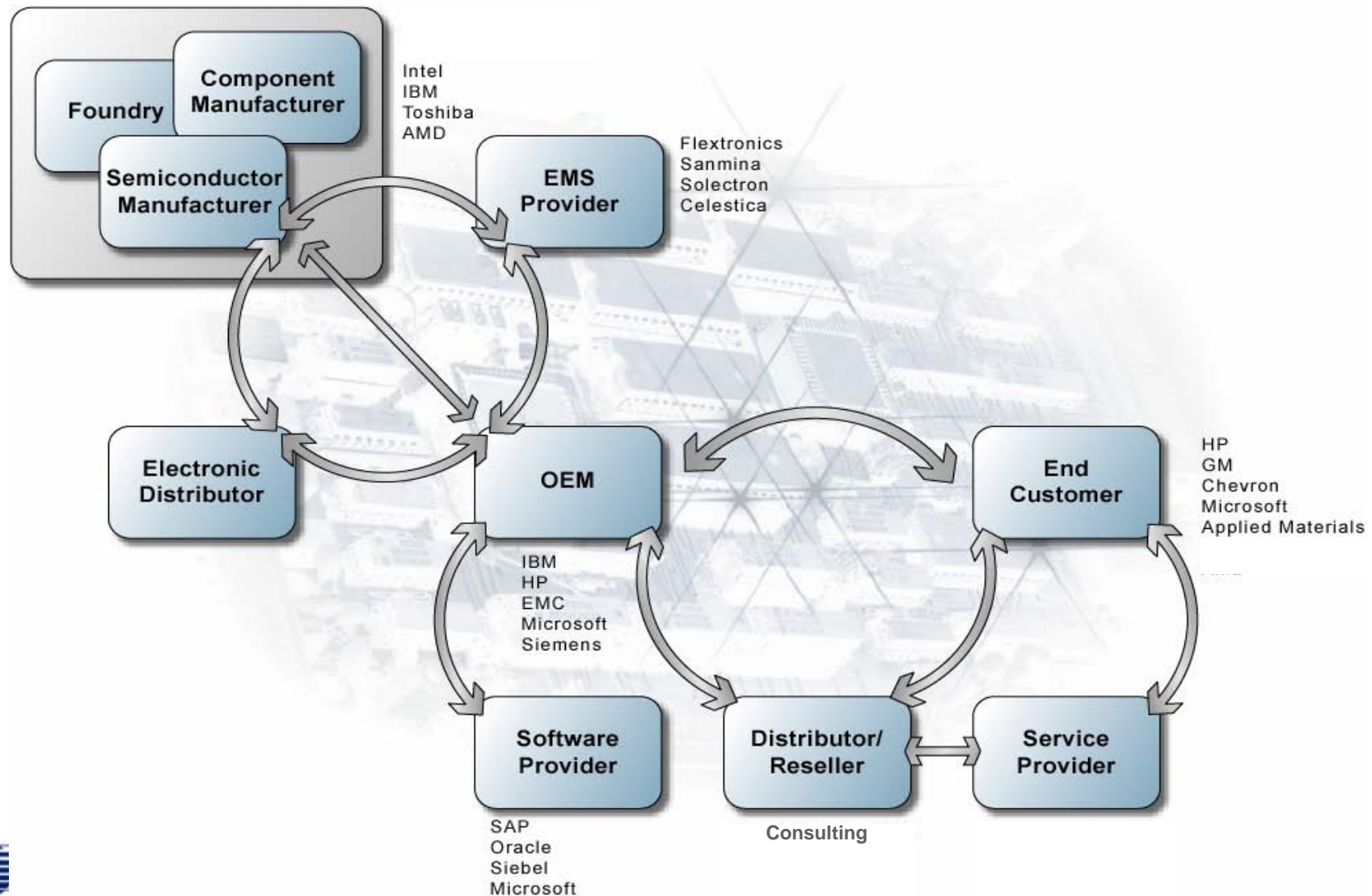
# Who is IDC?

- For more than 42 years, IDC has provided strategic insights to help our clients achieve their key business objectives.
- IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.
- Founded in 1964, IDG had 2005 revenues of \$2.68 billion and has 13,600 employees worldwide.
- IDG offers the widest range of media options which reach more than 120 million technology buyers in 85 countries representing 95% of worldwide IT spending.
- IDG's diverse product and services portfolio spans six key areas including: print publishing, online publishing, events and conferences, market research, education and training, and global marketing solutions.

# The IP 'bermuda' triangle



# The High-Tech eco-system: where is value created?





# 3 Hypotheses (or questions) regarding the current situation surrounding IP protection

1. That the law and/or practices that have been enacted to protect IP have fallen a step or two behind the advances in technology.
  - Ease and quality of 'copying' devices touted by hardware manufacturers
  - Breadth of distribution versus value creation
  - The birth of the 'internet' generation, where P2P interaction is everything
2. That there is self-correction occurring in the industry to correct the instability (*Innovation is the best protector of Intellectual Property*):
  - The Google Effect with Software as a Service (and change of business model)
    - A return back to the days of 'broadcasting' and 'telco' services
  - The Lenovo Effect and software becomes embedded
    - In the past, software is embedded:
      - Calculator (software is embedded)
      - Japanese Wordprocessors (software is embedded)
  - Is the disequilibrium that created ISVs and IHVs now creating a new set of value chain players?
3. That 'Education' has to be both downstream to users of IP as well as upstream, to creators of IP, in-order to achieve equilibrium in a constant sea of change.

# “Measuring Effectiveness”

- What is the end objective?
  - That there is protection of IP or that there is creation of wealth?
- If the end-objective is the creation of wealth
  - Measurements have to consider:
    - Improvements in ‘value-add’ in the economy
    - Acceleration of ‘innovation’
    - Improvement in the overall economy and distribution of wealth
    - Is wealth protected which would otherwise be lost due to piracy?

# Tools in 'Measurement'

- Focus groups are extremely relevant and useful to uncover issues, concerns and perceptions
  - This tool is useful in fine-tuning strategies, plans and programs
- Surveys and Interviews
  - To obtain actual data and facts to assist in making critical decisions that impact the economy
- Modeling
  - A necessary alternative in cases whereby only the 'tip of the ice-berg' is visible

For more information, please contact:

Walter Lee

Email: [wlee@idc.com](mailto:wlee@idc.com)



The Government of the Hong Kong  
Special Administrative Region  
Intellectual Property Department



Australian Government  
IP Australia



INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE

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# Sharing public education and awareness resources online

demonstrated by

Kate Norris

International Cooperation, IP Australia

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## Growing need to share resources

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- APEC Leaders and governments worldwide recognise PE&A is critical to strengthening IPR regimes
- Improving awareness and protection of IPR a critical role for IP offices
- Role for IP Offices with experience in PE&A to assist other IP Offices to build effective PE&A programs and resources

### Introducing the.....**Online Communications Platform**

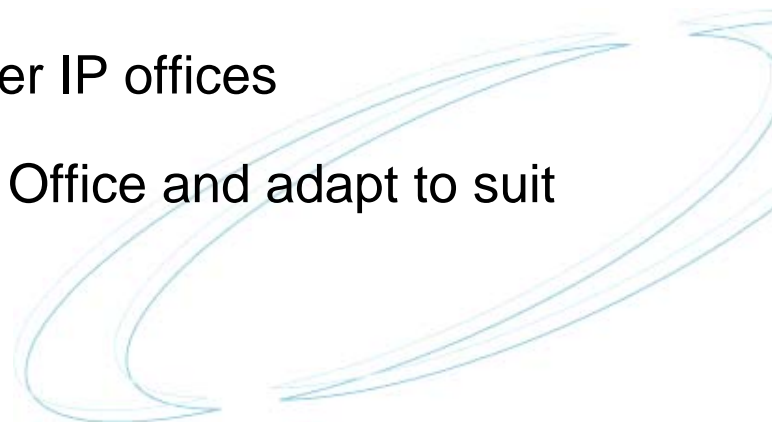
- a key output of a collaborative APEC IPEG project between Hong Kong, China; Singapore and Australia
  - complements intent of this week's workshop
- 



# What is the 'Online Communications Platform'

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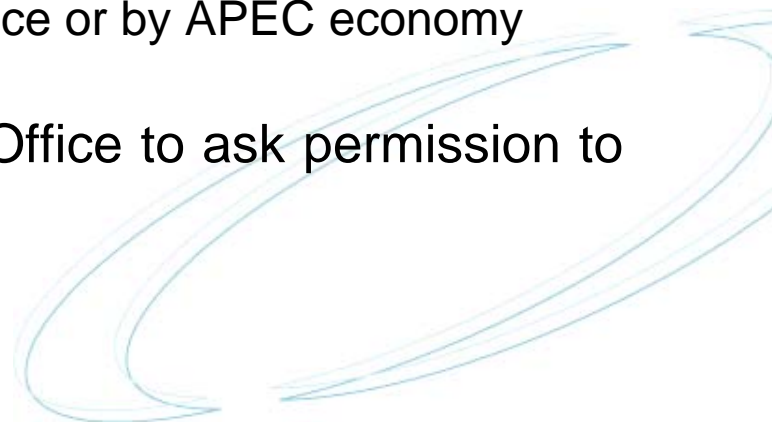
- Online database – [www.apecipeg.org/pear](http://www.apecipeg.org/pear)
- Provides access to a library of high quality IPR public PE&A tools/resources from IP Offices across the APEC region
- APEC economies can:
  - **upload** own resources
  - **download** resources from other IP offices
  - **order** resources of another IP Office and adapt to suit own needs



## Key Features

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- Easy to access and use
- Downloadable printable resources
- Fully searchable and categorised for browsing purposes
  - view the entire list of resources in the database; or
  - search by category, target audience or by APEC economy
- Able to contact relevant APEC IP Office to ask permission to modify/reproduce PE&A materials



## Benefits

---

- Provides a **common** online pool of IPR PE&A resources
  - **save time by searching one website** rather individual websites of APEC IP Offices
- Promotes and enables **sharing of best practices**
- Helps to **reduce costs** for member economies
- Promotes **networking** among public education practitioners of APEC economies



## What about copyright?

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- All material available on website protected by copyright
- Users informed on entry to copyright conditions
- Download, print or copy copyright works in **unaltered** form only for **personal non-commercial** use and **retaining copyright notice in its entirety**
- **Must seek permission** of copyright owner to use materials for any other purpose
  - able to contact copyright owner (ie. relevant APEC IP Office) from the website

# Demonstration

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Let's see the Online Communications Platform live and in action

[www.apecipeg.org/pear](http://www.apecipeg.org/pear)

Demonstration examples:

- Locating the APEC IPEG website and Online Platform
- Searching
- Downloading
- Seeking permission to reproduce materials
- Uploading content



## Immediate Next Steps

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- Invitation issued to each APEC IP Office to share resources through the online communications platform
- Login/administrative guidelines provided to APEC IP Offices that respond to this invitation

Before materials added to platform

IP Office should **determine if they own the copyright** or if **materials are properly licensed** to allow downloading/printing/copying from website for personal non-commercial use





The Government of the Hong Kong  
Special Administrative Region  
Intellectual Property Department



Australian Government  
IP Australia

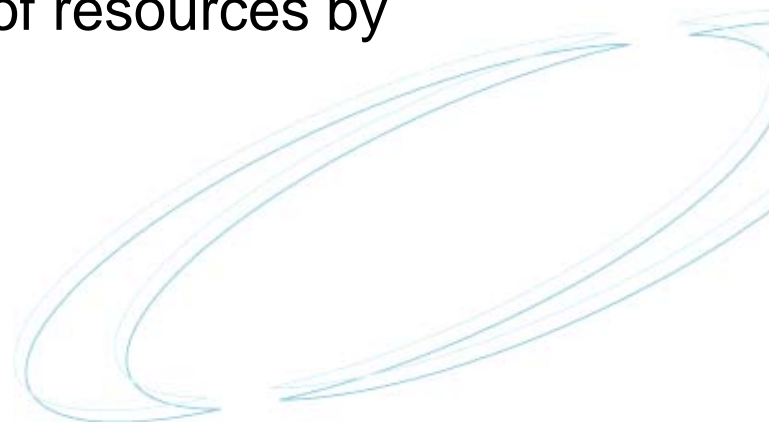


INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE

## Immediate Next Steps cont'd

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- Promotion of website to other APEC working groups and industry associations in the region
- Update on the website and its use given at the APEC IPEG XXIV meeting in Australia in January 2007
- Ongoing updating and addition of resources by APEC IP Offices



## The Future

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- Presentations from workshop available through the resource
- Integral to supporting Phase Two – APEC IPEG Market Research Best Practice Guidelines and Survey Instrument, which will be developed in 2007.
- Potentially share PE&A strategies through this resource
- Other suggestions welcome





The Government of the Hong Kong  
Special Administrative Region  
Intellectual Property Department



Australian Government  
IP Australia



INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE

# Thank you

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[www.apecipeg.org/pear](http://www.apecipeg.org/pear)

**Kate Norris**

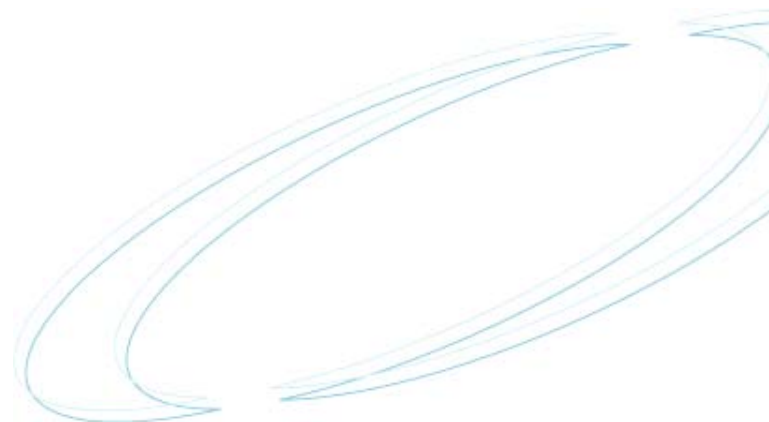
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# What's Next?

## *Working Towards a Common Denominator*

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# Background

- **Lack of instruments to help APEC economies to assess level of IPR awareness within their economies**
- **Knowledge of the development of effective strategies for IPR public education throughout the APEC region is mixed**

## APEC IPR Public Education & Awareness Market Research Best Practices

- **To provide market research guidelines and a survey instrument to enable developing member economies to conduct effective surveys on IPR**
- **To develop human resource capabilities for the purpose of investigating current public attitudes to intellectual property protection in their economies**
- **Project led by IP Australia, HKIPD and IPOS**



# Benefits of the Project

- **Ready access to market research tool and guidelines**
- **Cost efficiency**
- **Common denominators for sharing purposes**
- **Development of peer-to-peer networks**

# Deliverables

- **‘How to’ guidelines for conducting market research**
- **Model survey instrument**
- **A two-part workshop focusing on:**
  - Conducting effective market research on IPR awareness and sharing of best practices
  - Using market research to develop effective IPR campaigns to address ongoing and emerging piracy activities
  - Target audience: APEC economies and local / regional / international organisations interested in planning and/or implementing IP education on a local, regional or international basis

# Realising the Project

- Presented project proposal at APEC IPEG meeting at Mexico in Aug 2006
- Strong support from APEC member economies
- Countries participating in pilot testing: Canada, Chile, Mexico, Thailand, Vietnam and USA
- Approved by BMC in Oct 2006

# Key Milestones

## ***Data / Requirement Gathering***

IPOS, IP Australia and HKIPD works with appointed research company to gather background information for market research guidelines and survey instrument

Background information gathered from pilot testing economies and their stakeholders through Phone, Fax Email and Face-to-face interviews

**Pilot Economies to provide Project Leader to Singapore by 15 Dec 2006**

**Interviews will be conducted starting from Jan 2007**

# Key Milestones

## ***Development of market research guidelines and survey instrument***

Appointed research company compiles information gathered and proceeds to develop pilot versions of guidelines and survey instrument for pilot testing in 6 voluntary member economies, in close consultation with project leaders

**Projected time taken: 1 Month**

**Projected phase commencement: Mar 2007**

# Key Milestones

## ***Pilot testing in 6 voluntary economies***

Appointed research company to execute a pilot test in the pre-determined 6 APEC member economies:

- ▶ Canada
- ▶ Chile
- ▶ Mexico
- ▶ Thailand
- ▶ Vietnam
- ▶ USA

**Projected time needed: 1 Month**



# Key Milestones

## *Analysis*

Research company to review results from pilot tests to identify areas for improvement and make necessary adjustments to both pilot guidelines and survey instrument according to feedback received from both pilot testing economies and project leaders

Final version of the guidelines and survey instrument will be developed at this stage

**Projected time needed: 2 Months**

# Key Milestones

## **Presentation**

Model market research guidelines and survey instrument will be unveiled at the workshop with the following themes:

- “Conducting effective market research on IPR awareness and sharing of best practices”
- “Using market research to develop effective IPR campaigns to address ongoing and emerging piracy activities”

**Workshops to be held in Singapore – Nov 2007**

# See you in Singapore – Nov 2007



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