



Australian Government

IP Australia

# Developing Strategies for IP Public Awareness Campaigns

**Peter Willimott**

**Director**

**Marketing & Customer Engagement**

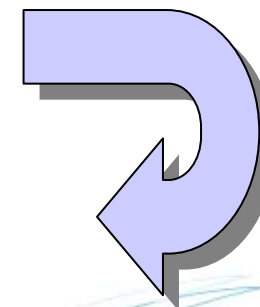
**IP Australia**



## 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?

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





## Components of a Strategy

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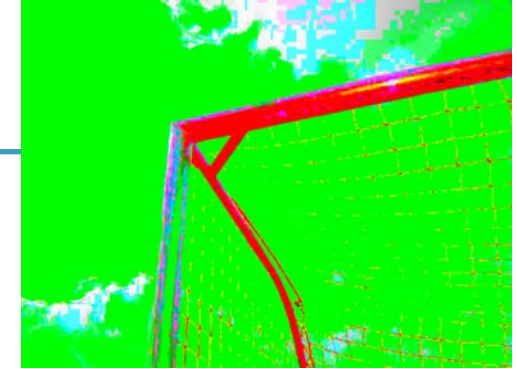


- **Goals and objectives**
- **Research and analysis (SWOT) findings**
- **How – implementation:**
  - **Target markets (market segmentation)**
  - **Key messages (part of a separate plan)**
  - **Activities (part of a separate plan)**
- **Evaluation**





# 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**

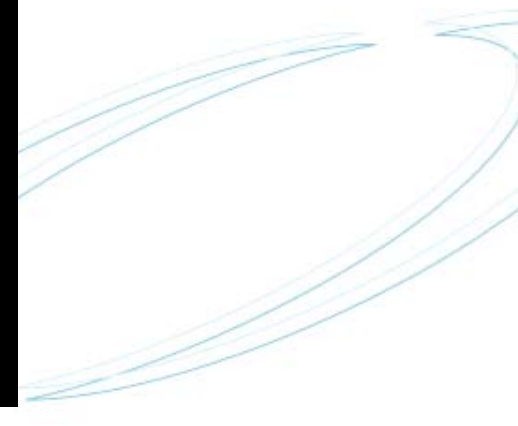
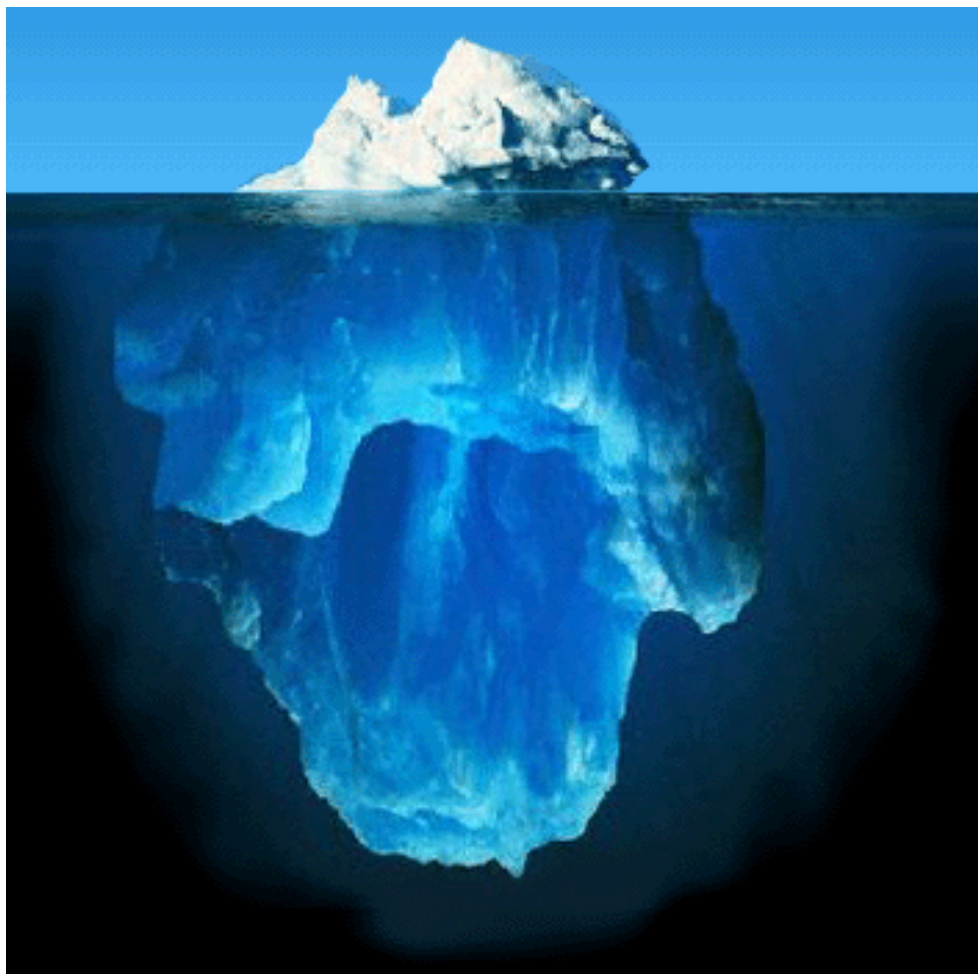
“I would rather have a good strategy today than a perfect strategy two weeks from now.”

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





# Research: The ice berg principle





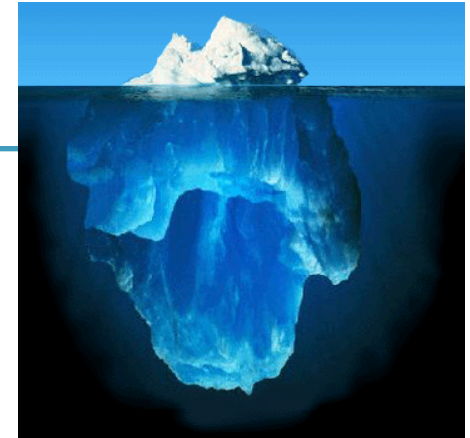


# Research

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

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- 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)

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- **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

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- 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

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







## Take This Home

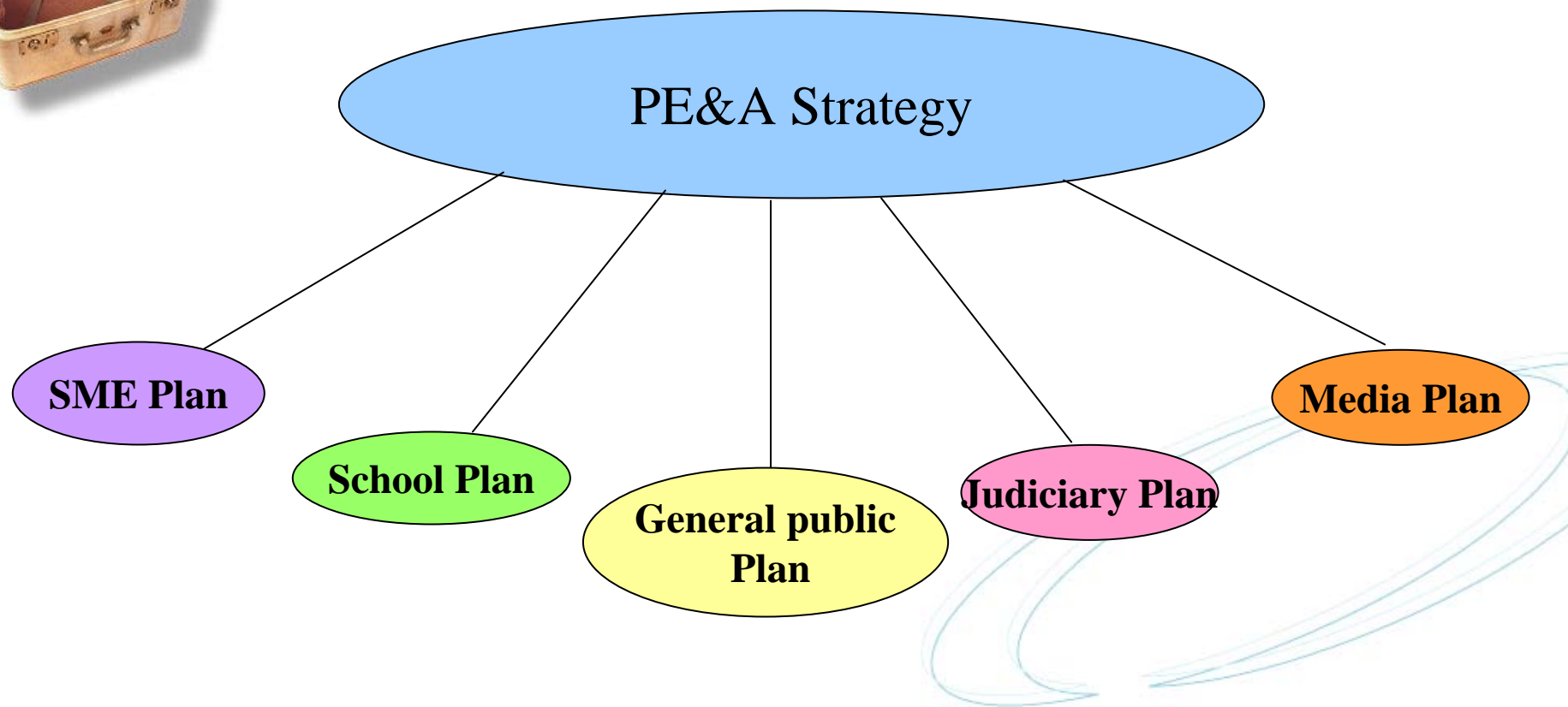
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**Create an overall PE&A strategy and  
then develop target market specific  
action plans that will specify the  
activities, timing and budget**





# Take This Home

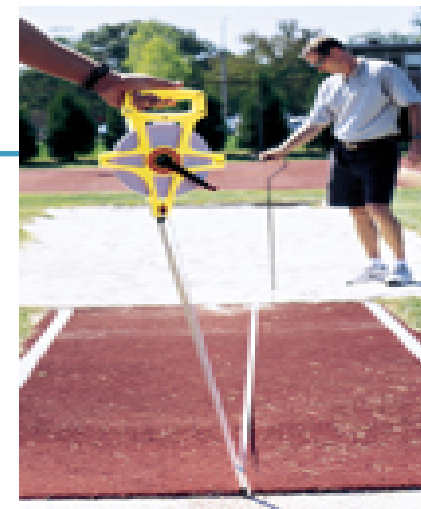




## Measuring Results

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

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





## Measuring Results

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- 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**

**Director, Marketing & Customer Engagement**

**PH: +61 2 6283 2282**

**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*

## ***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**

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# ***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
- ▶ **Reallnetworks launches music service with RealMusic** 13 Dec
- ▶ **Hapster launches Germany's first flat rate music service** 9 Dec




**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 Häggqvist** talks about nurturing new talent

SEARCH

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

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[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**

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# Parents' Guide

## YOUNG PEOPLE, MUSIC & THE INTERNET

THERE ARE WAYS TO ENJOY DOWNLOADED MUSIC AND STILL STAY SAFE AND LEGAL... THAT'S MUSIC TO MY EARS...



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. Get 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 work? But also - who pays the bill if someone in your house gets sued?



### 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 identify 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 bus 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 sites are safe and guarantee sound quality. For links to over 200 legal music retailers worldwide, go to [www.pro-music.org/musiconline.htm](http://www.pro-music.org/musiconline.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, music and e-mail, see Childnet's [www.childnet.com/visitUs](http://www.childnet.com/visitUs).
- For further information on resources for schools, see Childnet's [www.kidsonline.org.uk/webSite](http://www.kidsonline.org.uk/webSite).
- For daily hot-topics news for parents, including the latest on P2P, see [www.auntieknows.org](http://www.auntieknows.org).
- If you come across other types of illegal content on the Internet you can report it to the International Network of Betties. See [www.inbettes.org](http://www.inbettes.org).

About this guide

This guide is available in other languages. For more information see the back cover. It is available in other languages. For more information see the back cover.

## YOUNG PEOPLE, MUSIC & THE INTERNET

THERE ARE WAYS TO ENJOY DOWNLOADED MUSIC AND STILL STAY SAFE AND LEGAL... THAT'S MUSIC TO MY EARS...



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



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## *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

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## *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)

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# *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**

ifpi



# 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

**ifpi** representing the recording industry worldwide

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.

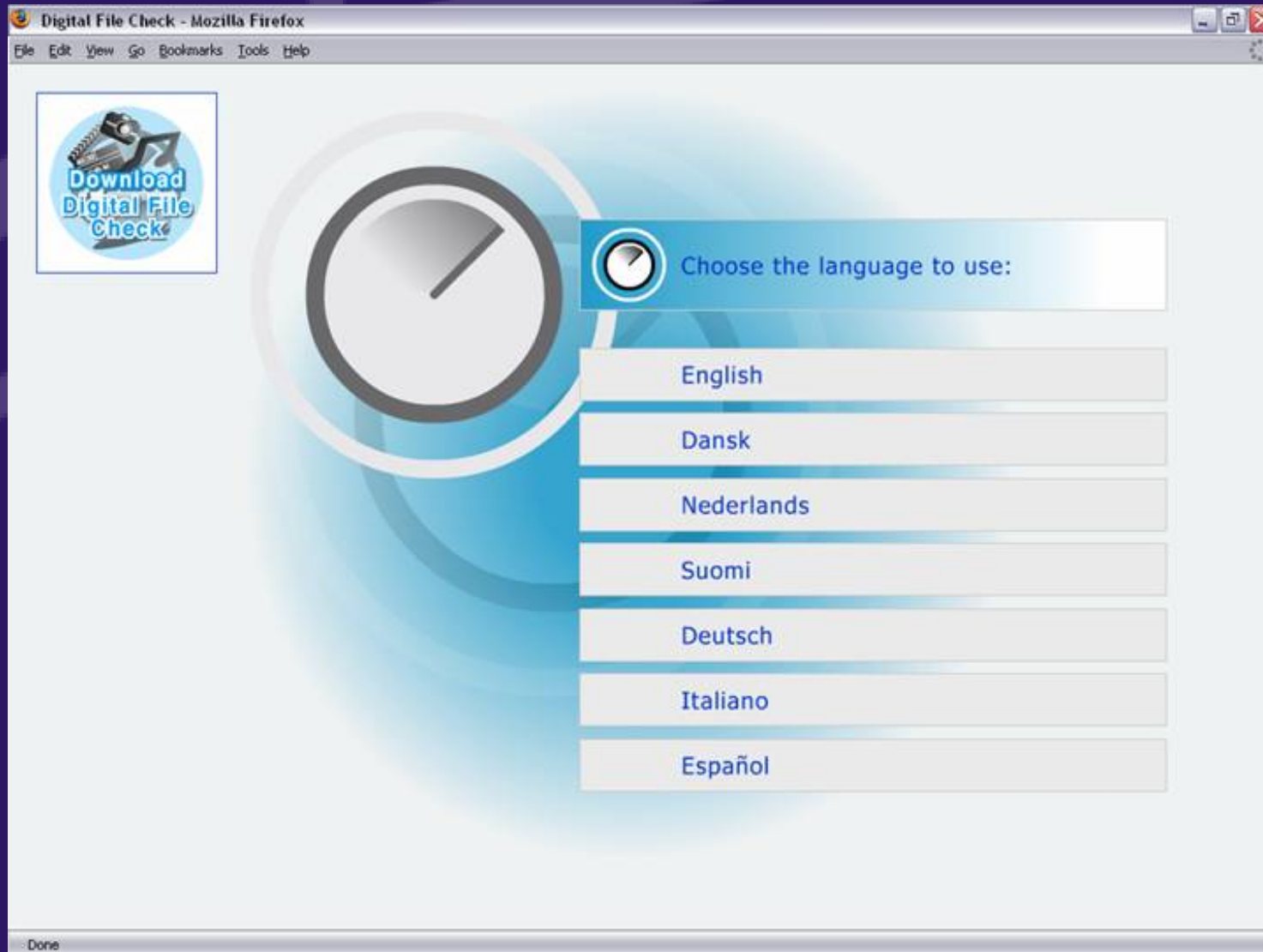
Digital File Check has been developed by IFPI, representing the recording industry worldwide, in conjunction with the Motion Picture Association, representing the film industry. DFC will be available online and on CD over the coming months in countries including Denmark, Finland, Germany, Italy, Netherlands,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

SEARCH IFPI

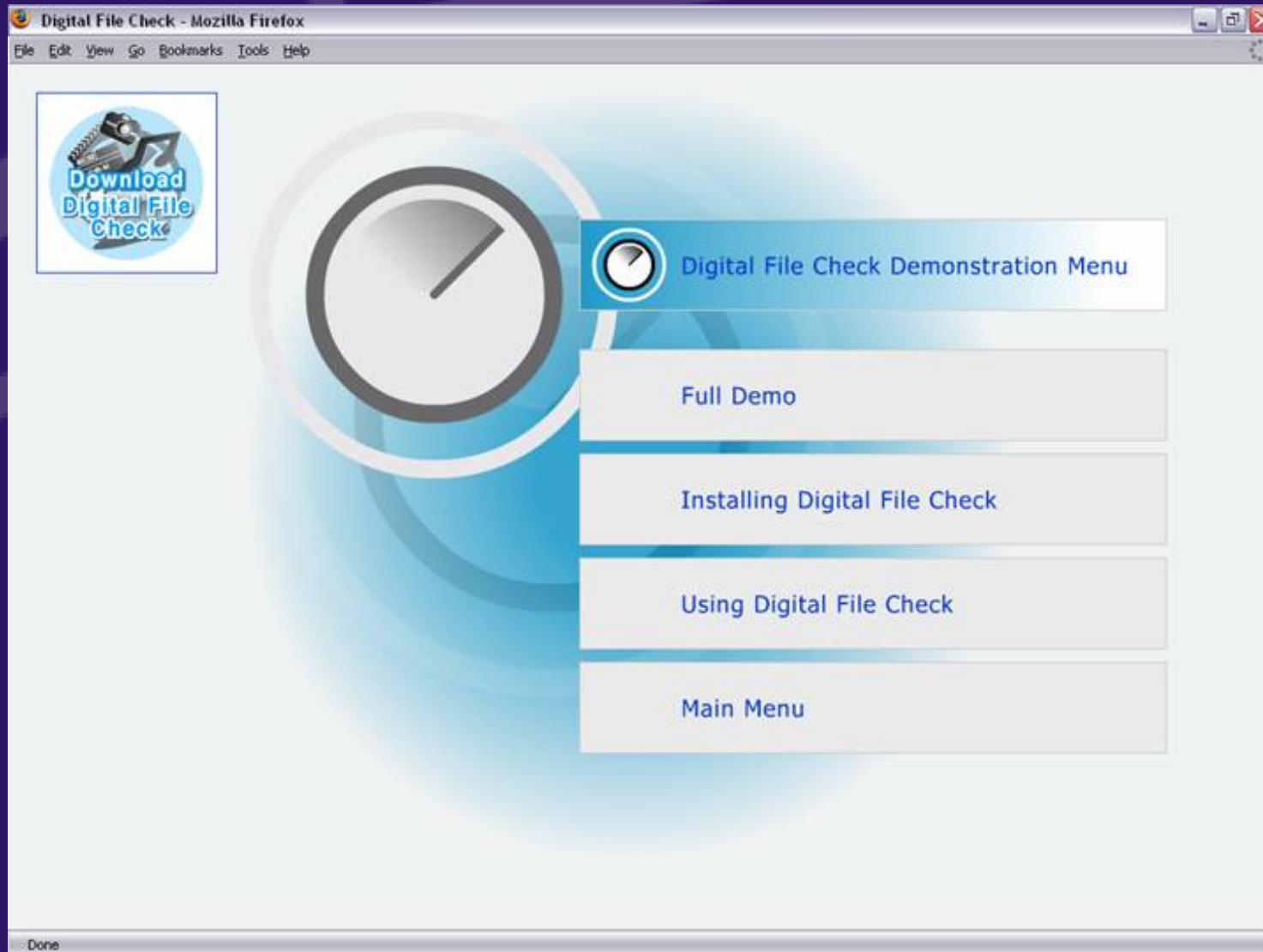
Done

1. File sharing software  
2. All files in shared folders  
3. Music, video and image files in other folders

# Digital File Check



# Digital File Check



# Digital File Check

**Digital File Check - Mozilla Firefox**

File Edit View Go Bookmarks Tools Help

**Download Digital File Check**

**Digital File Check**

File Scan Edit View Tools Help

Rescan Stop Pause Delete Selected Save result Print result Help FAQ

Search for music, videos, image files and file sharing software

### Check your PC in three simple steps

- 1. File-sharing Software**  
Find out what file-sharing software is installed on your computer.  
Click on the icon to find out what file-sharing software is on your computer. You can then automatically "block" or "delete" it.  
Scan now...
- 2. All files in shared folders**  
Find out what files are in your shared folders and likely to be illegal.  
Click on the icon to find out what files are being shared with thousands of other people. File sharing copyrighted material on the Internet without permission is illegal so you may then want to delete some of these files once you have checked them.  
Scan now...
- 3. Music, video and image files in other folders**  
Conduct an inventory of all music, video and image files in your computer.  
Click on the icon to get a list of all types of files you have on your computer.  
Scan now...

### FAQs

If you have any questions about Digital File Check or how to stay safe and legal, go to Help. Click on the icon above to have your frequently asked questions answered.

When the programme is launched, you will go straight to the Main Menu which summarises what the programme does. This screen will offer you three options:

start | Digital File Check | 6:15 PM

Back to Menu

Done

# Copyright & Security Guide for Companies & Governments

- Developed by IFPI  
jointly with IVF, MPA



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

**IVF**  
International  
Recording  
Federation

**MPA**  
Music  
Performers  
Association

**ifpi**  
International  
Federation  
of  
Phonographic  
Industries



# ***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



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

# UK – National Music Week

Address [http://www.nationalmusicweek.net/\(S\(5gcs2an2uhxdgwy1ykjkwajb\)\)/artist\\_hc](http://www.nationalmusicweek.net/(S(5gcs2an2uhxdgwy1ykjkwajb))/artist_hc) Go

# ARTISTS

## My Music

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

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



# USA – Music Rules



## Music Rules!

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

Teachers

**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.

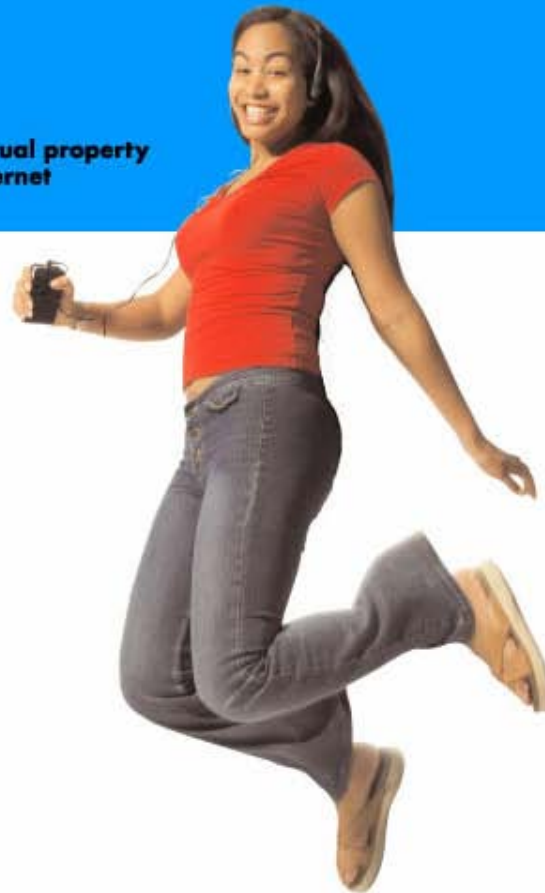
Parents

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.

Feedback

Resources

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.



# 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.



**Internet Safety Checklist**  
Keep Your Family Safe Online

1. Never give out personal information online without a parent's permission.
2. Let a parent respond to all incoming instant messages, e-mail, and text messages.
3. Tell a parent about anything that makes you feel uncomfortable or unsafe.
4. Share the fun you find online.
5. Never give out your name, address, or phone number online.
6. Do identity but don't be fooled.
7. Don't always believe your eyes.
8. Get permission to download.
9. Avoid unauthorized downloading software.
10. Always show respect for intellectual property.



**YOUNG PEOPLE, MUSIC & THE INTERNET**

There are ways to enjoy downloading music and still stay safe and legal.

Share music to any file.

A guide for parents about P2P file-sharing and downloading.

Parent Brochure PDF


Parent Guide PDF

Done Internet

# USA – Music United – illegality of downloading

musicunited.org

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.

**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](#).

**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](#)

**m u s i c**  
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).





# Singapore Press

The Straits Times  
18 February 2006

HIS 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 Irene Hwey 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 Azri Zahid, 22, and Mohd Faizal Usman, 21, appeared regional judge District Judge Huzar Sulek's court today, but their identity numbers were disguised.

They had earlier filed The Straits Times they had been helping the court prosecution of a 160-page

Azri pleaded guilty to four charges of illegally distributing near-500 songs and MP3 files to jail for 18 months.

Faizal 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 Azri.

Deputy Public Prosecutor Tan Shu Hoo had also requested that the pair's computers - three desktops and one notebook - be destroyed, but this request was postponed to a separate "hearing" next month.

The rocky, eleven-

hour trial, Azri apologised to the court for "speaking in the people's voice" and raised as a second offence.

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

He had "shared songs not for profit, but to make friends on the Internet. After I was arrested, all the friends said... only my parents saw me still here."

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

Yusoff Jaffer E. Balakrishnan said the Institute of Technical Education instructors' technology graduates' actions were in part of preventing digital music until a lawsuit for copyright infringement his peers.

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

Faizal, who was with his mother and an uncle, his other mother, also claimed that he did not know his activities were illegal at the time.

The duo were arrested last August after a sting 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 student warning on account of his age and good school record.

clash@stpt.com.sg

### 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 AZRI ZAHID**, whose parents accompanied him on all three occasions when he was at the Subordinate Courts

### REBUKEFUL PORTRAIT

"He [Faizal] 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. BALAKRISHNAN**, Mohd Faizal Usman's lawyer, noting that Faizal's mother, Faizal's national service start was scheduled to begin last December, that it had been deferred to the 1st and now, his arrest

### 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 topped off the police



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# 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 hazardous vice activities such as selling drugs, prostitution, extortion, gambling and sex work.

These 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 strict regulations laws against piracy to get another effort to wipe out this menace.

But we need your help to wipe out the demand. The fight of piracy is a criminal and vicious one, not because how feasible and business it may look.

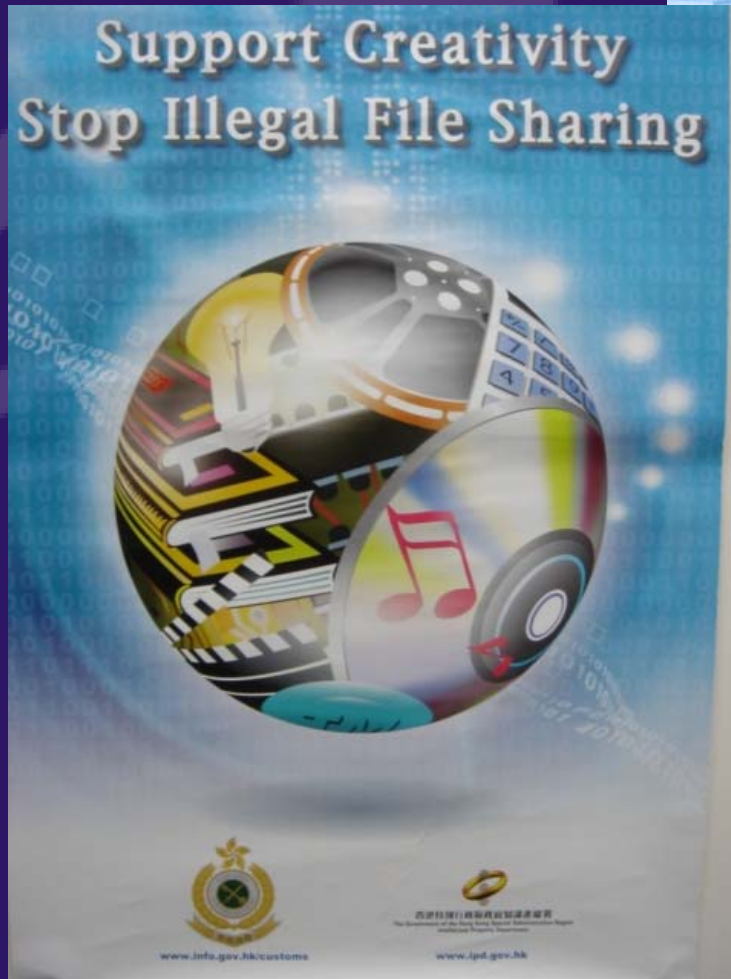
Call Hotline Toll Free: 1 800 88 3003  
e-mail: [ceratrompak@kpdchq.gov.my](mailto:ceratrompak@kpdchq.gov.my)

**STOP PIRACY.**

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# Hong Kong



MTR Station

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## ***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**

*ifpi*

*Thank You*



*representing the  
recording industry  
worldwide*

*ifpi*