



Lab raided in operation against sale, rental and distribution of pirate movies in Mar del Plata

This action is part of the campaign conducted by the Motion Picture Association (MPA), the Unión Argentina de Videoeditores (UAV) and the Asociación Argentina de Distribuidores Cinematográficos (AADC) in Argentina, in the framework of their fight against piracy.

Thursday, October 30. On Monday, October 27, an important raid against an establishment that sold, copied and distributed pirate movies to street vendors was conducted in the city of Mar del Plata, Province of Buenos Aires.

The premises were located across the street from the Mar del Plata train station, a few blocks away from the downtown area where street vendors peddle their pirate movies. The raid was conducted in a two-storey building: the infringing material was sold on the ground floor and a prolific, large-capacity duplication lab operated on the first floor.

Goods seized included close to **3,500 DVD-Rs** ready for distribution and duplication, over **20 DVD burners**, computers, state-of-the art printers, cash and purchase orders, among other materials necessary to carry out the illegal activities of duplication, sale and distribution of pirate DVDs.

One way of visualizing the impact and relevance of these actions is to measure turnover of this illegal business on the basis of volume of sales. For example, each pirate copy is sold in the street for between \$7 and \$10, which means that the goods seized amounted to approximately **35,000** pesos in sales. In turn, existence of **20 DVD burners** shows that the illegal lab's production and distribution strength was significant as they could produce several hundred copies per day.

Income from sale of these pirate copies (\$35,000 corresponding goods seized and the production capacity represented by 20 burners) would have generated zero pesos in investments, would have paid no taxes to the State, would have paid no contributions to the INCAA for support of the national film industry and development of culture.

The Motion Picture Association (**MPA**), the Unión Argentina de Videoeditores (**UAV**) and the Asociación Argentina de Distribuidores Cinematográficos (**AADC**) were responsible for conducting the investigation that led to deployment of this raid against this illegal duplication, sale and distribution lab. This represents a new achievement in the fight against movie piracy. This significant raid and seizure against an illegal duplication, sale and distribution lab would not have been possible without the outstanding and joint efforts of the security forces of the Province of Buenos Aires and the city of Mar del Plata, as well as the authorities of the Municipality of Mar del Plata.

Duplicating and selling cinematographic works is an illegal activity in violation of Intellectual Property Act No. 11.723 that is punished by law. Response of the justice system in the form of convictions demolishes the collective image that it is possible to produce and sell pirate material without suffering the consequences. The offer of pirate material entails retaliation by the justice system.



About the Motion Picture Association

The Motion Picture Association (**MPA**) represents the interests of the six major US studios that produce and distribute film, video (VHS and DVD) and open and pay TV audiovisual content. MPA member companies are: Buena Vista International, Inc., Paramount Pictures Corporation, Sony Pictures Releasing International Corporation, Twentieth Century Fox International Corporation, Universal International Films, Inc., and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc.

A core issue for the **MPA** is protection of the creative works produced and distributed by its members. The **MPA** is an active participant in the fight against intellectual property theft. Since 1976 the **MPA** has worked deploying specific programs to fight piracy throughout the world; these programs seek to provide support to the legal market in constant competition with the illegal business.

The **MPA** promotes enactment and enforcement of legislation on intellectual property rights. In this regard, the **MPA** works jointly with the authorities in each country to investigate, prosecute and convict persons responsible for infringements and assist with criminal litigation relating to copyright infringement. Another tool employed by the **MPA** is implementation of educational outreach programs and campaigns at national level to teach people about the harmful effects of piracy.

For more information on this action or the **MPA**, please contact:

Andrés Brandani: (11)15 5808 0009/ 4812-3100 andresbrandani@gmail.com

Dafne Strobino Niedermaier: (11) 15 5037 6918 dafnesn@gmail.com