



Pirate DVD Deliveryman Arrested

Organization delivered pirate product to employees of private companies in response to online orders

Buenos Aires, December 5, 2008 – Yesterday the authorities reported on the outcome of a raid conducted on November 12. Information could not be released earlier on account of potential consequences of an ongoing investigation. Continuous investigation efforts and reporting of movie piracy by the Motion Picture Association (**MPA**), the Unión Argentina de Videoeditores (**UAV**) and the Asociación Argentina de Distribuidores Cinematográficos (**AADC**) led to arrest of a deliveryman who worked for a major illegal organization engaged in duplication, sale and distribution of pirate DVDs and which operated through e-mail orders placed from top-level companies in the exclusive area of Puerto Madero, in the City of Buenos Aires.

This individual was in the process of delivering pirate material at the time of the arrest and was in possession of **\$900** (nine hundred pesos—approximately US \$260) as a result of the day's collections, as well as **190 DVDs** still to be delivered. On the basis of a price of **\$10** (ten pesos) per movie sold this way (higher than directly on the street), earnings for one single day of deliveries would be close to **\$ 3000** (three thousand pesos—approximately US\$ 880).

The deliveryman had free access to the companies where deliveries were made, which would entail complicity of the companies in this illegal business, despite prior *restrictions on freedom ordered by a Morón Court* in respect of this individual (a drug related case). The arrest took place at the intersection of Alicia Moreau de Justo and Mariquita Sanchez de Thompson streets, in Puerto Madero, after a delivery was made to an employee in a major telephone company.

It is particularly striking that the companies permit access to deliverymen of this type as this is flagrant infringement of Act No. 11.723 that protects the copyrights of the authors of these works.

To raise awareness of companies and help them avoid becoming accomplices to this crime, the Motion Picture Association (**MPA**), the Unión Argentina de Videoeditores (**UAV**) and the Asociación Argentina de Distribuidores Cinematográficos (**AADC**) will launch a campaign in 2009 providing “guidelines for good company practices,” including information on types of crimes, their negative consequences for the film industry and national culture, and the risks to the companies themselves in inadvertently cooperating in the pirate trade.

Duplicating and selling cinematographic works is a violation of the Intellectual Property Act No. 11.723 and is punishable by law and is detrimental to society as a whole. In Argentina, economic losses caused by movie piracy, which harms both the authors of the works and the whole of the marketing and distribution chain, including the government through loss of tax revenue, are estimated at **685 million pesos (US\$ 200 million) per year**. This figure represents **68%** of the legal video market and is equivalent to several times the annual budget of the *Instituto Nacional de Cine y Artes Audiovisuales* (National Institute of Cinematography and Audiovisual Arts) (INCAA) for the *Fondo de Fomento Cinematográfico* (Fund for the Promotion of Cinematography).



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