



## PRESS NOTICE

### GOVERNMENT STATEMENT ON INTELLECTUAL PROPERTY A "FIRST STEP" BUT WILL IT DELIVER GROWTH?

Commenting on the publication today of the Government's IP package, Susie Winter, Director General of the Alliance Against IP Theft, said:

"The Government has today taken an important first step in presenting a joined up strategy to ensure IP is properly valued and IP rights can be promoted, protected and enforced.

"We particularly welcome the publication of an updated IP Crime Strategy with its commitment to deliver an action plan to deal with the ever growing threat from IP crime online, and the recognition that the UK needs robust protection for its IP interests internationally.

"We do not agree with the Government's conclusion that the system of copyright exceptions requires a radical overhaul, but accept that, collectively, more needs to be done to raise awareness of the importance of IP and the value, both financially and culturally, that it brings to the UK. **However, transparency, education and licensing are key to this, not the addition of new exceptions which, in some cases, look to impose a 'one size fits all' solution to different sectors with different business models.** We look forward to working with Government in delivering this.

"In its rush to accept Professor Hargreaves' recommendations, the **Government must not lose sight of the importance to the British economy and its enterprises of an IP framework which can be effectively enforced.** Without this, everyone loses out. When investors cannot be assured of a return on their investment because of the cannibalising effect of IP infringement, and industry is losing billions of pounds through an inability to compete with illegal free pirated material online, the ability to reinvest in new products and creative talent is reduced. This results in less consumer choice, fewer jobs, and less economic opportunity in the future, which can only compromise growth."

**ENDS**

#### Members:

Anti-Copying in Design

Anti-Counterfeiting Group

Authors' Licensing and  
Collecting Society

British Brands Group

BPI (British Recorded Music  
Industry) Limited

British Video Association

Business Software Alliance

Cinema Exhibitors  
Association

Copyright Licensing Agency

Design and Artists Copyright  
Society

Entertainment Retailers  
Association

Federation Against Copyright  
Theft

Film Distributors Association

Motion Picture Association

Premier League

PRS for Music

Publishers Association

Publishers Licensing Society

UK Interactive Entertainment

#### Supporters:

British Jewellery, Giftware &  
Finishing Federation

Video Standards Council

## FURTHER COMMENT

### DIGITAL COPYRIGHT EXCHANGE

We note the Government's intention to explore the feasibility of a **voluntary, industry-led** Digital Copyright Exchange. Different industry sectors are already advancing how their content can be accessed and licensed and therefore we look forward to feeding in this industry knowledge to the Digital Tsar, when appointed.

### RESEARCH AND EVIDENCE

The evidence Hargreaves relied upon was sketchy. His report dismissed as 'lobbynomics' the extensive research supplied by stakeholders which documented the significant economic damage and consumer harm caused by IP crime. The Government must not fall into the same trap. It must ensure that all evidence, whether commissioned by industry, academics or consumer groups – including that supporting the case for additional exceptions – stands up to scrutiny. We are pleased to be working with the Government to achieve this.

The acknowledgement that Ofcom must begin their benchmarking work on online infringement trends is also welcome as good data is vital to properly track the effectiveness of education and awareness campaigns as well as enforcement activity.

## NOTES TO EDITORS

### ABOUT THE ALLIANCE

Established in 1998, the Alliance Against IP Theft is a UK-based coalition of trade associations and enforcement organisations with an interest in ensuring intellectual property rights receive the protection they need and deserve. With a combined turnover of over £250 billion, our members include representatives of the audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

The Alliance is concerned with ensuring that intellectual property rights are valued in the UK and that a robust, efficient legislative and regulatory regime exists, which enables these rights to be properly protected. Our members work closely with trading standards and local police forces to reduce the harm caused by intellectual property crime in local communities and to ensure that legitimate businesses and traders are able to operate fairly.

We work closely with the Department for Business, Innovation and Skills and the Intellectual Property Office to raise awareness of the harm caused by IP theft. We, and many of our members, are also participants in the IP Crime Group, which facilitates cross departmental dialogue and joint working amongst the relevant enforcement bodies and organisations, and SOCA's Programme 18 (where IP crime currently sits).

**The Alliance Against Intellectual Property Theft Limited**

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