



NEWS RELEASE

Date: 29 January 2009
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ALLIANCE SEES PROGRESS IN DIGITAL BRITAIN REPORT

Commenting on the publication of the interim Digital Britain Report, Susie Winter, Director General of the Alliance Against IP Theft, said:

“This report is a much needed affirmation of the government’s continuing commitment to tackling the ongoing and growing problem of digital copyright theft.

“We welcome the acknowledgement of the key role which the ISPs have to play in combating the illegal downloading of content and the announcement of the government’s intention to make it a legal requirement for ISPs to inform their customers about illegal activity.

“However, important questions remain. Will this notification have the required impact? Considering further action is likely to be needed, what form will it take and by whom?

“Industry is losing billions of pounds a year from counterfeiting and piracy with an increasingly amount of this occurring online. Our creative and content industries are of great importance to the UK’s economic and cultural development and therefore it is crucial that their rights are properly protected and IP law enforced.

“The government is looking to our creative community to make available online world-class original content, at which the UK excels. Numerous legal services do already exist but, in order to provide the right environment for future investment in services, rights owners need reassurance that their content will be protected and IP rights enforced.

“We must also remember that illegal P2P filesharing affects not just the music and film industries but software, games, sports broadcasting, and publishing amongst others. We, therefore, look forward to working with the government to ensure the proposals announced today result in a

Members:

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 and Leisure Software Publishers Association

Entertainment Retailers Association

Federation Against Copyright Theft

Federation Against Software Theft

Film Distributors Association

Institute of Trade Mark Attorneys

Motion Picture Association

Premier League

Publishers Licensing Society

Associate Members:
Anti Copying in Design

British Jewellery & Giftware Federation

Video Standards Council

The Alliance Against Intellectual Property Theft Limited
Director General: Susie Winter

Chair: Lavinia Carey **Vice Chairs:** Ruth Orchard, Roz Groome **Treasurer:** Mike Rawlinson
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system in which all content owners, consumers and ISPs have confidence.”

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NOTES TO EDITORS

Launched in 1998, Alliance Against IP Theft provides a unique single voice to promote to government the importance of intellectual property (IP) to all sectors of the UK economy and to explain the harm – economic, physical and social – caused by IP theft.

Representing film, music, software, sports and publishing, branded manufactured goods and retailers, individual designers and small businesses, the Alliance has campaigned vigorously to demonstrate the important economic and cultural contribution IP makes to the UK and helped bring about legislative reform to ensure our assets are safeguarded for the future wellbeing of the British economy.

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