

PRESS RELEASE

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INTERNATIONAL ANTI-PIRACY MOVEMENT STARTS IN WARSAW

International Content Protection Summit. Warsaw 2018

What are the business models of pirating services? What incomes do they have? Which actions have a real influence on limiting the revenues of services that act at the expense of the legal market? What legal solutions would enable a more efficient protection of intellectual property? The participants of the International Content Protection Summit will answer these questions and more. On the 18th and 19th October, Warsaw will become the center for international debate on international cooperation in fighting online piracy and hosts intellectual property experts from over a dozen countries. The conference is organized by Sygnał Association in cooperation with the EU Intellectual Property Office (EUIPO).

“In the face of the growing scale of piracy, international cooperation, exchange of knowledge and experiences, and coordinated actions play an ever growing role. They are indispensable for the protection of content on both the local and the global scale, as piracy is presently a perfectly organized ecosystem that acts at the expense of the legal market and provides huge incomes. Its negative impact is felt by the whole economy, the State Treasury, the creative industry and the users”, comments Teresa Wierzbowska, President of the Board of Association Sygnał.

The conference held in Warsaw on the 18th and 19th October is expected to initiate a stable cooperation of organizations and institutions that fight against intellectual property theft. Its aim is to serve as a space for exchange of experiences, promotion of effective ways of combating piracy, including legal and technological solutions, cooperation of the creative market with law enforcement agencies, and various educational initiatives

Exchange of experiences

The speakers of the International Content Protection Summit are going to present content protection strategies used in Europe and worldwide, the best market practices to fight piracy, and legal and operational aspects of the activities. During the first day of the conference, the experts will present the scale and the problem of piracy in Europe and the ways of fighting piracy in countries like Russia or Ukraine. They will present examples of successful police actions in Italy, Spain, Germany and Switzerland that aimed at fighting sharing or illegal services, and successful ways of blocking illegal websites in the Netherlands or Great Britain.

The program for the second day (closed event) is a workshop aimed at creating international cooperation models. The starting point will be the presentations of the most important issues related to the fight against piracy: technological challenges, law enforcement and international legal assistance in the field of intellectual property rights, the responsibility of intermediaries (hosting

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providers, domain registrars, social media platforms). During the conference, there will also be a discussion about activities carried out under the "Follow the Money" strategy, consisting of cutting off illegal websites from their sources of financing by limiting advertisements on pirate websites and blocking payments.

"We are happy to see that so many international experts in the industry are coming to Warsaw to share their knowledge and experience. We hope that the conference will start a series of similar events in the following years" says Anna Słoboda, vice-president of the board of Sygnał Association.

International experts

120 people from organizations, institutions and companies from all over Europe and other continents will participate in the conference. They are coming to Warsaw from Belgium, Denmark, France, Spain, the Netherlands, Latvia, Germany, Switzerland, Serbia, Ukraine, Great Britain, Italy, the United Arab Emirates, and the United States.

They are outstanding experts in the field of intellectual property protection, lawyers, practitioners responsible for fighting piracy in media companies and companies that create and distribute content. Among them are experts who fight cybercrime, heads of content protection departments, representatives of offices, organizations and associations, including the EU Office for Intellectual Property, the EC Management Observatory, Europol, representatives of law enforcement agencies, business organizations, and the media.

The experts include, among others: Trevor Albery - Vice President, Strategy & Operations, EMEA Content Protection & Analytics, Warner Bros. Entertainment Europe; Sheila Cassells - Executive Director, Audiovisual Anti-Piracy Alliance (AAPA); Tim J. Kuik - Director, BREIN Foundation - Sarah Van Reempts, Legal Counsel EMEA, Motion Picture Association; Diego Dabrio Álvarez - Head of International Anti-Piracy, La Liga.

Organizers and partners

The conference is organized by Sygnał Association and supported by the EU Intellectual Property Office (EUIPO). The patronage over the conference was taken by MKiDN, UKE, KIGEiT, and Konfederacja Lewiatan. Media partners: Business Insider, Discovery, TVN, Dziennik Gazeta Prawna, Polsat, Press, Rzeczpospolita, TVP.

Fighting piracy

Illegal online distribution of videos, online broadcasts, music, audiobooks or books has been gaining strength in the recent years. It results, on the one hand, from the development of technology and the growing number of Internet users, on the other – from the lack of legal solutions that would enable effective protection from and fight against piracy.

The sealing of the legal system and the operation of law enforcement agencies is crucial for effective counteracting piracy. Solutions aimed against dishonest service providers that make it difficult for them to benefit financially from piracy are indispensable. Activities carried out in the recent years as a part of the "follow the money" strategy are turning out to be successful and have markedly reduced the incomes of pirate services by limiting the advertisements and blocking payments. Due to the

complexity of piracy, it is also very important to carry our educational initiatives for Internet service users. International cooperation is becoming more and more important as well.

More at:

- http://www.sygnal.org.pl/icps2018/Conference_1667436/index.html
- Report "Internet Piracy – Losses to the Culture and Economy", commissioned by Stowarzyszenie Kreatywna Polska and prepared by Deloitte Advisory
- Publications i studies - EUIPO:
 - <https://euipo.europa.eu/ohimportal/en/web/observatory/observatory-publications>
 - <https://euipo.europa.eu/ohimportal/en/web/observatory/intellectual-property-studies>

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About Sygnal Association

Sygnal Association acts in favor of intellectual property rights of broadcasters, distributors, licensors, recipients of TV programs and other multimedia content. Currently, it comprises almost 20 media and telecommunications companies. The association's main field of activity are educational initiatives, organizing trainings and workshops on intellectual property protection and fighting copyright infringements for law enforcement agencies, prosecutors and police schools, as well as workshops for representatives of member companies. To popularize the idea of intellectual property protection, the Association initiates and carries out educational campaigns, prepares reports, researches, analysis and statements, participates in the legislative process of laws that are relevant to the economy. More at: www.sygnal.org.pl

ABOUT EUIPO

The European Union Intellectual Property Office (EUIPO) is responsible for the management of the EU trademark and registered Community design. The Office also cooperates with EU Member States Intellectual Property Offices and international partners to harmonize the registration process of trademarks and designs in Europe and around the world.

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