

Let's get together

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BIEM

- International organization representing mechanical rights societies
- Members: composers, authors, publishers
- Clients: record companies and others

BIEM

- Based in France
- Representing 46 societies from 43 countries
- Representation in WIPO, UNESCO, TRIPS, WCO

BIEM

- Cooperation with CISAC and GESAC
- Representation on piracy:
 - WCOIPR
 - AIM
 - UNECE
 - BIEM/CISAC

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- Piracy in the music industry
- Physical piracy
- Online:
 - illegal websites
 - p2p Networks
 - bit Torrent
 - auction sites (trade illegal carriers)

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- 1 in 3 music discs is illegal
- Global traffic pirate product: \$ 4.5 b
- Overcapacity optical discs: 60 b units
- Legitimate demand: 20 b units

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- Illegal downloads: 20 b songs
- Changing role of the consumer vs intermediary

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- What's up
 - just look at the figures
 - high profit/low risks
 - criminal involvement
 - loss of jobs/loss of tax revenues

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- What's up
 - government's sensitivities
 - weak international cooperation
 - consumer's resignation
 - creativity at risk

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- Focus on Eastern Europe
 - legislation not always effective
 - both production, import and export
 - heavy criminal involvement
 - corruption on levels of enforcement

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- Focus on Eastern Europe
 - open air markets selling fakes
 - Czech borders problem

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- Initiatives

- update on intellectual property rights laws
- improving customs-business partnership
- raising awareness at various levels

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- Initiatives

- anticipating on consumers behavior
- education programs for judges, public prosecutors, law enforcement officers
- less and more focused international alliances

Who is doing what?

WCO IPR

IACC

GACG

WIPO/ACE

WTO

WHO

IFPA

QBPC

ELSPA

ACG

US/EU

G8

BIEM

CNAC

INTA/ACEC

MPA

AIM

BASCAP

IFPI

BSA

SNB REACT

UNECE

ASCC/CACP

RUSBAND

ACGI

ELSPA

MARQUES

IIPCAG

ASEAN

DGTAXUD

DGMARKT

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- Initiatives

- improving cooperation with enforcement agencies
- developing **pro** active initiatives
 - Estonian initiative on access providers
 - combining forces Czech borders campaign
 - BIEM's annual Eastern Europe seminars
 - Finnish business-customs initiative
 - Philips approach in China

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