

Internet anti-piracy Campaign 2012

The internet anti-piracy campaign in 2012 was highlighted by a precise operation, focused on removing priority repertoire from the most known infringing sites and cyber lockers. Around 1.5 million infringing links were identified and removed. It was also possible to gather strategic information for IFPI LatAm members on where and how their repertoire was distributed among multiple web environments such as websites, blogs, social nets and forum sites.

These links were collected from more than 300 infringing websites under monitoring by the Internet anti piracy teams working in the Latam region.

At the same time, stronger actions have been taken against other targets, more than 40 criminal actions are ongoing, based on IFPI national group's investigations and law enforcement cooperation.■



Jamaican Radio Stations Licensed

"The year 2012 was a banner year for the Jamaica Music Society (JAMMS), as it achieved significant revenue milestones, and had a very successful publicity campaign targeting music users in the public performance market.

Another very significant highlight however was the successful conclusion of a long-running licensing negotiation with the country's leading radio broadcaster - Grove Broadcasting Company, which operates two free to air radio stations which combined accounts approximately one third (1/3) of total radio listenership from a field of over 25 radio stations. One of the two stations controlled by the broadcaster i.e IRIE FM, plays strictly local content (predominantly Reggae and Dancehall Music), and this should result in a boost to the earning potential for local members of the Society.

The General Manager of JAMMS Mr. Evon Mullings says the conclusion of the negotiations was a bittersweet victory considering that "...as the leading broadcaster, and also carrying significant local content, local rights-owners had to wait such an inordinately long time to benefit from their works that has fueled the growth of the station to being the number one radio station in the land".

He said it was a hard fought victory for JAMMS' members but demonstrates the growing authority and strength of JAMMS as the body established to manage Record Producers rights."■



The Government authorizes a One-Stop Collection Center for premises open to the public

On December 28, 2012, the Colombian National Copyright Agency issued Resolution 421, which recognizes the legal status of a One-Stop Collection Center for Copyright and Other Related Rights (VID) for premises open to the public.

This Resolution gives official status to the agreement negotiated among copyright advocacy associations in Colombia, and enables them to be represented as a single unity at premises open to the public engaging in the use of music and audiovisual products. The VID has direct participation by several institutions –e.g., SAYCO, ACINPRO, APDIF, ACODEM, EGEDA and ACTORES -, which represent holders of intellectual property rights and other related rights both nationally and internationally.

The VID, which is expected to start operating during the first quarter of 2013, will hopefully produce positive effects in the field of collection and payment of copyright, and solve the problem arising from the existence of multiple collection agencies – over twenty – in this Andean country.■



PRODUCE signs licensing agreements with GRUPO MEDCOM and other free-to-air television companies

In 2012, the Panama Society of Phonogram Producers successfully completed negotiations with GRUPO MEDCOM (Telemetro, rpc TV, Tele 7, mal TV and rpc radio), Televisora Nacional (TVN, Channel 2), and Telecomunicaciones Nacionales (TV Max, Channel 9).

The licensing agreements signed with these institutions involve the payment of copyrights whenever national and international repertoire managed by PRODUCE is broadcasted, and they will hopefully produce a positive impact in other countries, particularly in Central America, where the recording industry is actively struggling to get compensation for the use of phonograms on radio and television.■



The Coalition for the Legal Access to Culture (CALC) partners with Huevocartoon to launch an antipiracy campaign

In partnership with Mexican animation company Huevocartoon, the Coalition for the Legal Access to Culture (Coalición por el Acceso Legal a la Cultura - CALC) launched an antipiracy campaign on November 1st targeted on raising awareness on the damages suffered by the creative industries as a result of the sale of pirated products and illegal Internet downloads. This campaign consists in a one-minute short that is shown before movie screenings at theaters located in major movie theater complexes such as Cinépolis, Cinemex, Cinemark, and Cinemagic.

According to the 2011 edition of an IPSOS survey on digital download trends, last year alone 6.068 billion songs, 710 million musical videos, 96 million films, 28 million TV series, 86 million e-books, and 1.812 billion images protected by copyright were illegally downloaded by users who did not pay a single cent for them. As well, it is estimated that nine out of ten movies that are sold in DVD format are pirated, and eight out of ten music CDs are not authentic.■



IFPI collaboration with the content business in the mobile industry

The content and business sector of the mobile industry has conducted a meeting involving 150 delegates from across the region and several panelists from Asia and Europe, with the goal of

discussing the mobile applications market, m-payment modes, privacy and piracy, and other critical issues related with the monetization of mobile contents in the region.

The meeting of MEF Americas (Mobile Entertainment Forum) took place in Miami in December 2012, and served as an occasion for presenting MEF's collaboration with IFPI's regional office in Latin America. The goal of this cooperation effort will be to combat illegal music in mobile applications, and more specifically, to move ahead with the pioneer initiative of removing advertising by mobile networks from infringing sites.■