

Case Study: Anti – Piracy Campaign



Intro : Piracy has always been one of the serious issues taken very lightly by people, especially in India

Need : In order to highlight the layered perils of piracy, esp. movie piracy, raids were conducted by AA Khan & Associates along with Mumbai Police

Idea : To support the cause by covering all aspects related to movie piracy and spread awareness through media within the given time period

Challenges faced:

- In India people aren't completely aware about the business of piracy and the seriousness of this issue
- Very few initiatives as effective as the raids have been taken before or are still in progress. This is a niche issue and very few journalists keep a tab on issues at core ground level where the major activities happen
- Approaching the key media without over hyping the issue and strategically placing the threats involved in movie piracy before the masses through the right medium

What we have done:

- Highlighting the effects of piracy and the repercussions caused by supporting piracy directly/indirectly among people through media
- A controlled pool of communication was created and maintained so that the issue of piracy isn't jeopardized
- The media was provided with first hand information on the raids and the precise content was generated and shared to keep the operations going

Impact:

- The more people read about the raids, they understood the seriousness of the issue
- Positive responses from the common man and media towards the issue
- The common masses were also having their say and expressing their support towards the cause

Pirated DVDs, CDs seized

Mumbai: The social service branch officers and the staff of Enterprises of Intellectual Property Rights on Sunday raided three locations in Andheri and seized over 10,000 pirated DVDs and CDs of newly released movie, including Paa and De Dana Dan.

The cost of seized DVDs and CDs is estimated to be up to Rs 10 lakh. Around 400 pirated copies of *Paa*, more than 1,000 copies of *De Dana Dan*, and over 2,000 copies of *2012* were seized. Two people have been arrested during the raid. The accused, Sajid and Padar were booked under various sections of the Copyright Act and the IPC. **TNN**

4 arrested for selling pirated CDs, DVDs

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MUMBAI: The Social Service branch of Mumbai police has tightened its grip on the sale of pirated CDs and DVDs across the city.

Within a week, it has conducted three major raids and busted the manufacture and sale of more than 15,000 pirated discs including bootleg copies of new releases worth Rs 14 lakh.

On Thursday, police seized bootleg copies worth more than Rs 3 lakh from a manufacturing unit located next to Indian Motion Pictures Producers Association office at Pali Naka in Bandra and Khar Danda.

Police said the raid, conducted with the help of anti-piracy squad, A.A. Khan and

dises of *Paa*, *Radio, 2012, Tum Mile, De Dana Dan* and *Wanted* among others.

Four persons have been arrested. The accused — Mohammed Khan (29), Rafique Arif Memon (22), Zeeshan Riyazul Khan (20) and Kashi Radha Vallabhdas (29) — have been booked under sections 51 52 (A), 63, 68 (A) of Copyright Act along with sections 292A of the Indian Penal Code.

Khan, a former IPS officer said: "The raids are just a small part of the piracy market, which accounts for several hundred crore rupees. The only way we can address the problem is if all parties involved are committed to the cause of eradicating this issue."

According to Mangesh Pote, senior police inspector, a case has been registered and

पाइरेटेड डीवीडी बेचने वालों पर गिरी गाज

मुंबई, सं. नई हिन्दी फिल्मों की पाइरेटेड डीवीडी और सीडी बेचने वाले कई स्टॉलों पर मुंबई पुलिस की समाजसेवा शाखा ने कार्रवाई की. पुलिस ने 4 लोगों को गिरफ्तार किया है. बांद्रा (पू.) और आजाद मैदान के कुछ क्षेत्रों में सुपर स्टार अमिताभ बच्चन की फिल्म 'पा' सहित हाल में रिलीज हुई फिल्मों की पाइरेटेड सीडी और डीवीडी बेचे जाने की शिकायत आईएमपीपीए (इंडिया मॉशन पिक्चर प्रोड्यूसर एसोसिएशन) ने की थी. शिकायत के आधार पर पुलिस ने छापा मारकर मोहम्मद रिजवान खान (20), रफीक मेमन (22), जीहान खान (20) और काशी वल्लभदास (29) को पाइरेटेड सीडी बेचने के आरोप में गिरफ्तार किया और इनके पास से फिल्म 'पा' सहित कई नई फिल्मों की 4000 सीडी और डीवीडी जब्त की.



Police seize pirated CDs, DVDs of Paa

Nitin Kumar

Just after the release of *Paa*, pirated copies of the film have hit the market. Along with *Paa*, pirated CDs and DVDs of *De Dana Dan, 2012* are also being sold in the market.

On December 5, 2009 social service branch (SSB) of the crime branch along raided three locations in Andheri and Mumbai and seized over 10,000 pirated DVDs and CDs.

The raid uncovered close to 400 pirated discs of *Paa*, released on December 4, 2009.

The police also found about 1,000 pirated discs of *De Dana Dan*, 2,000 discs of 2012 and several illegal copies of other movies such as *Wanted*. All the movies were released recently.

The raids were conducted jointly by a five-member team from the Mumbai police, headed by inspector Tangad Palli and a four-member team from AA Khan & Associates, headed by Mr Dhanavade (former senior inspector). The operation was conducted near the in Andheri (West) station.

The team in the raid arrested five people and seized 400 copies of right Act 292A of

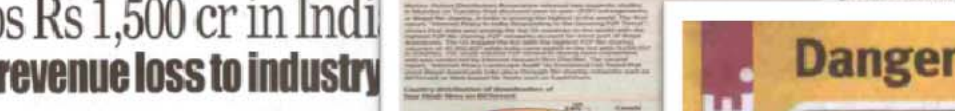
वांद्र्यात बनावट सीडी जप्त

मुंबई : श्री इंडियन एंजिनीयर्स आणि अन्य नव्या चित्रपटांच्या बनावट सीडी व डीव्हीडीची विक्री करणाऱ्या दोघां वाद्रे पोलिसांनी गुरुवारी अटक केली. त्यांच्याकडून अडीच हजारहून जास्त सीडी व डीव्हीडीचा साठा हस्तगत करण्यात आला आहे. जहांगीर खान (२१) व मोहम्मद समीर (२१) अशी दोघां आरोपींची नावे आहेत. वाद्रे पोलिस

All is 'not' well with 3 Idiots

Pirated copies of the film are circulating on the web, mobiles, footpaths

Reel Jobs
Mumbai



SEARCHEE and you shall find! That seems to have guided quite a few people who couldn't get tickets last weekend for 3 Idiots. In the Mumbai police, in association with former police officer Ahab Abiraj Khan, conducted several raids in Mumbai and found pirated DVDs of the film along with several copies of the film recently. Hindi movies, says AA Khan, is an anti-piracy officers service to

Film piracy reaps Rs 1,500 cr in India Causes 14 per cent revenue loss to industry



Film piracy in India generates Rs 1,500 crore and causes a revenue loss of 14 per cent to the industry, says the Motion Picture Producers Association (MPPA) in Mumbai. Besides police taking initiatives, industry view that a strong case should be taken by the film industry. CTV Motion Pictures, Big Pictures, South Bay Films, Motion Picture Distributors Association (India) and

CS chief A. A. Khan, who heads the anti-piracy team in Maharashtra, has stated that DVDs worth Rs 10 lakh in December 2009 during various raids that amounted to the seized DVDs, comprising 100 releases including *Andhaad*, *De Dana Dan*, *De Dana Dan*, *2012* and *2012* besides *3 Idiots*. About 400 copies of *3 Idiots*, which was released recently. 100 copies of *De Dana Dan* and over 2000 copies of *2012* were seized in the raids.

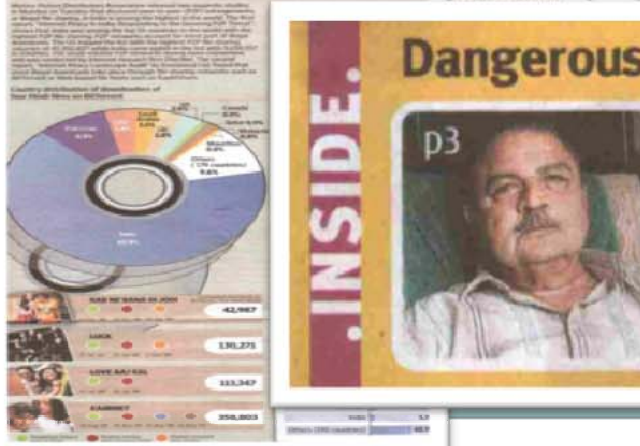
According to reports, nearly 40 million copies in India have been sold in 2009 and this figure will reach 50 million DVDs each week. According to Khan, "Over the last few days, we have conducted three raids and recovered three lakh copies of DVDs. The raids are just a small part of the piracy market, which now accounts for several hundred crore."

A report published by the US-based think-tank RAND Corporation says video piracy worldwide is becoming a conduit for terrorism. For India, therefore, the implications are significant.

Movie fees jointly set up anti-piracy unit. Indian Copyright Association (ICA) in July has to register in Delhi and Mumbai.

The piracy is currently restricting its operations and looking for selling, some other production houses, including *De Dana Dan*. Another view that most of these anti-piracy units and police are expected about there are a lot of differences in opinion and ideas.

INDIA AMONG TOP 10 IN NET PIRACY



And The Most Pirated Movie Of 2009 Is...

The latest Star Trek film is the most pirated movie of 2009, according to TorrentFreak, a website that monitors file-sharing. The film was illegally downloaded nearly 11 million times last year. The figure rises above last year's high-water mark of *The Dark Knight*, which was the most pirated film with 7 million downloads.

Dangerous connection

Ex-ATS chief AA KHAN says pirated films may be funding the underworld

1. Transformers: Revenge of the Fallen
2. The Hangover
3. Twilight
4. State of Play
5. X-Men Origins: Wolverine
6. Knowing

You may be funding TERRORISM!

LA Times

LA Times