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

HT Correspondent

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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

discs 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 Kash 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 मोशन 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 Dhana Dhan, 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 Dhana Dhan*, 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 two persons arrested in the ra fied as S have bee tions of right Ac 292A of

You may be funding TERRORISM!

वांद्र्यात बनावट सीडी जप्त

मुंबई : थ्री इडियट्स् आणि अन्य नव्या चित्रपटांच्या बनावट सीडी व डीव्हीडींची विक्री करणाऱ्या दोघां वांद्रे पोलिसांनी गुरुवारी अटक केल त्यांच्याकडून अडीच हजारहून जास सीडी व डीव्हीडींचा साठा हस्तग करण्यात आला आहे. जहांगीर ख (२१) व मोहम्मद समीर (२१) अशी दोन आरोपींची नावे आहेत. वांद्रे पोलि

All is 'not' well with 3 idiots

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

Raa John
Mumbai

SEARCH and you shall find! That seems to have guided quite a few people who couldn't get tickets last weekend for 3 Idiots.

globe, the Mumbai police, in association with former police officer Aftab Ahmed Khan, conducted several raids in Mumbai and found pirated DVDs of the film along with several copies of the other recently released Hindi movies. ...ds AA Khan & ..., an anti-piracy ...ot offers service to

And The Most Pirated Movie Of 2009 Is...

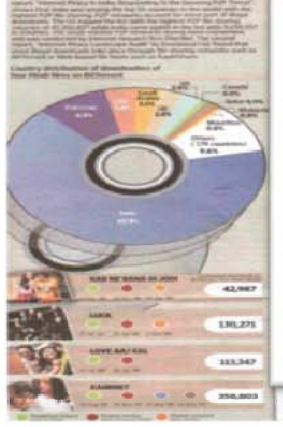
The latest Star Trek film is the most pirated movie of 2009, according to TorrentFreak, a website that monitors file-sharing. The film was illegally downloaded nearly 11 million times this year. The figure rises above last year's high-water mark of The Dark Knight, which was the most pirated film with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

Film piracy reaps Rs 1,500 cr in India

Causes 14 per cent revenue loss to industry

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

INDIA AMONG TOP 10 IN NET PIRACY



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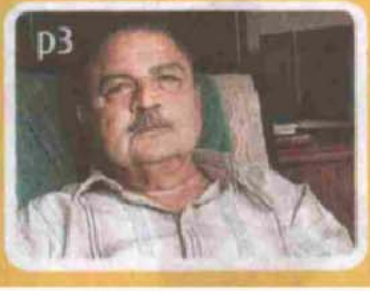
Dangerous connection



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