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 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 DVDs, 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, S.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), Rafiq Arif Memon (22), Zeeshan Riyazul Khan (20) and Kashif Radha Vallabhadas (29) — have been booked under sections 62(3), 63, 64 of the Copyright Act along with sections 292A of the Indian Penal Code.

A former IPS officer said, “The raids are just a small part of the piracy market, which accounts for several hundred crores of rupees. The only way we can address the problem is if all parties involved are committed to the cause of eradicating this evil.”

According to Mangesh Potra, senior police inspector, a case has been registered and 4 arrested for selling pirated CDs, DVDs

And The Most Pirated Movie Of 2009 Is...

The latest 3 Idiots film is the most pirated movie of 2008, according to TorrentFreak, a website that monitors file-sharing. The film was downloaded nearly 30 million times this year. The figure rises above last year's high-water mark of 30.9 million times, which was the most pirated film in the world's billion-dollar market.