



Establishment & Effective Utilization of Cross Border Cooperation: IFPI experience

**The 2nd Asian Copyright Conference
Tokyo, February 23-24 2011**

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IFPI, International Federation of the Phonographic Industry

- Non profit organisation representing the producers and distributors of sound recordings & music videos worldwide
- over 1400 members in about 66 countries
- registered in Zurich Switzerland, in 1934
- IFPI's headquarters located in London
- Regional offices in Miami (Latin America) Brussels (EU and Eastern Europe Affairs) Moscow (CIS) and Hong Kong (Asia and the Pacific)
- Affiliated with RIAA (USA)
- Consultative status with UNESCO, ILO, WIPO, WTO, Council of Europe, WCO, Interpol



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Role of IFPI

- Promote the value of recorded music - develop rights of members
- Safeguard the rights of members - enforcement of members' rights
 - Anti-Piracy enforcement actions, both physical and digital environment
 - Collective Licensing of members' communication, broadcasting & public performance rights
- Public Awareness, Education, Training
- Development, assessment and management of industry standards for different technologies – ISRC, SID Codes

IFPI Affiliated Local Groups in Asia Pacific

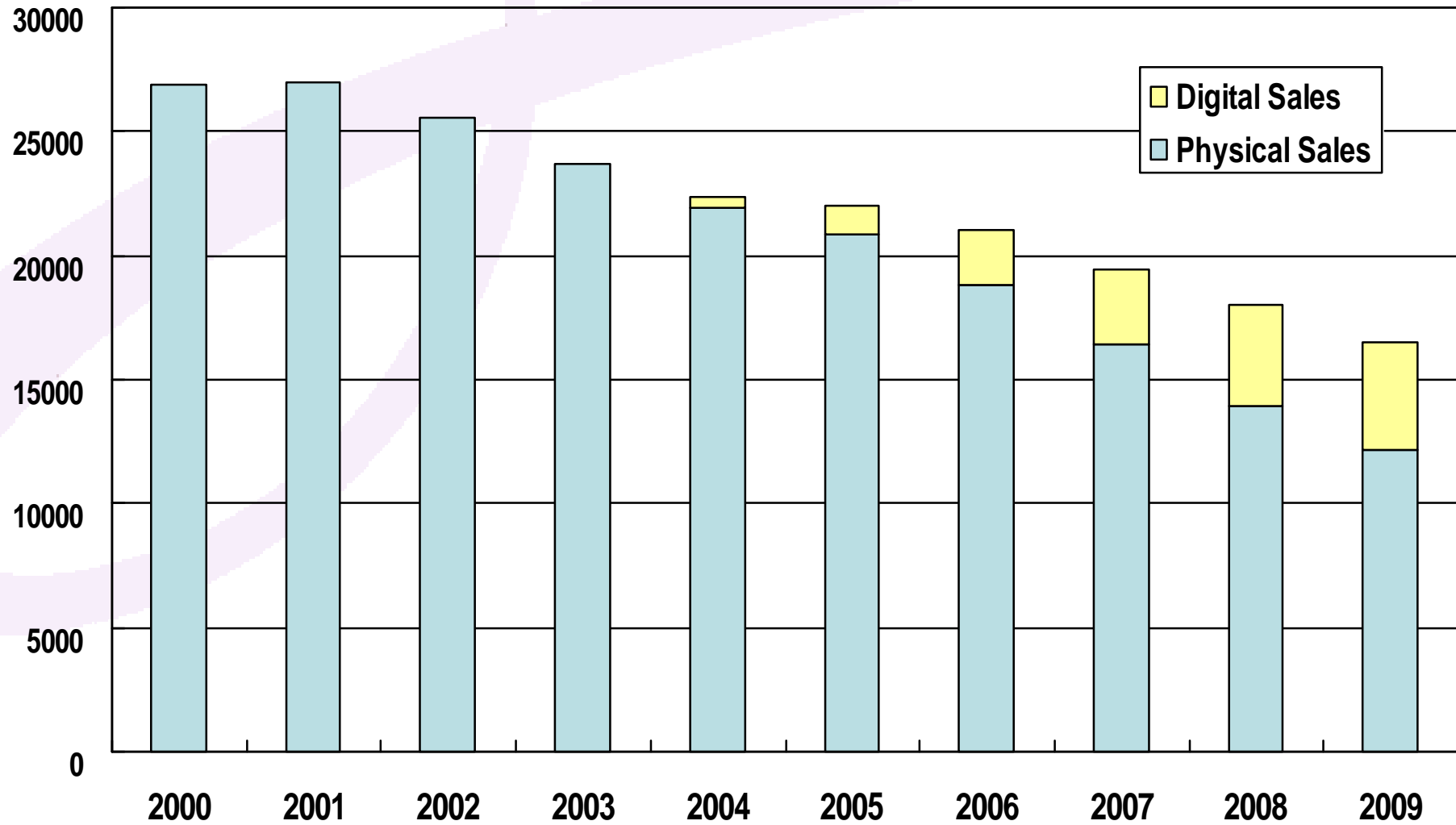
- Australia Recording Industry Association (ARIA)
- Recording Industry Assc of Japan (RIAJ)
- Indian Music Industry (I M I)
- IFPI Hong Kong Group
- Hong Kong Recording Industry Alliance (HKRIA)
- Recording Industry Assc of Malaysia (RIM)
- Recording Industry Assc of New Zealand (RIANZ)
- Philippine Association of the Recording Industry (PARI)
- Recording Industry Assc of Singapore (RIAS)
- Recording Industry Foundation in Taiwan (RIT)
- Thai Entertainment Content Association (TECA)

IFPI Affiliated Collective Management Organizations (CMOs) in Asia Pacific

- Australia - Phonographic Performance Company of Australia (PPCA) 1969
- People's Republic of China – China Audio Video Copyright Association (CAVCA) established in 2005 but commenced licensing in 2008
- Hong Kong – 2 CMOs
 1. Hong Kong Recording Industry Alliance (HKRIA) 2008
 2. Phonographic Performance (SEA) Ltd (PP(SEA)L) 1984
- India - Phonographic Performance Ltd (PPL) 1941
- Japan – Recording Industry Association of Japan (RIAJ) established in 1942 but designated as collective administration body in 1971
- Malaysia - Public Performance (M'sia) Sdn Bhd (PPM) 1988
- New Zealand – Phonographic Performance New Zealand (PPNZ) 1957
- Philippines - Philippine Music Public Performance Society, Inc. (PMPPSI) 2007
- Singapore - Recording Industry Performance S'pore (RIPS) 1998
- Chinese Taipei – Association of Recording Copyright Owners (ARCO) 1993
- Thailand - Phonorights (Thailand) Ltd (PTL) 1997
- Indonesia – ASIRINDO 2010

Global Music Sales 2000 to 2009

USD Million



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Asia Music Sales (excluding Japan) 2000 to 2010H1

USD Million

1200

1000

800

600

400

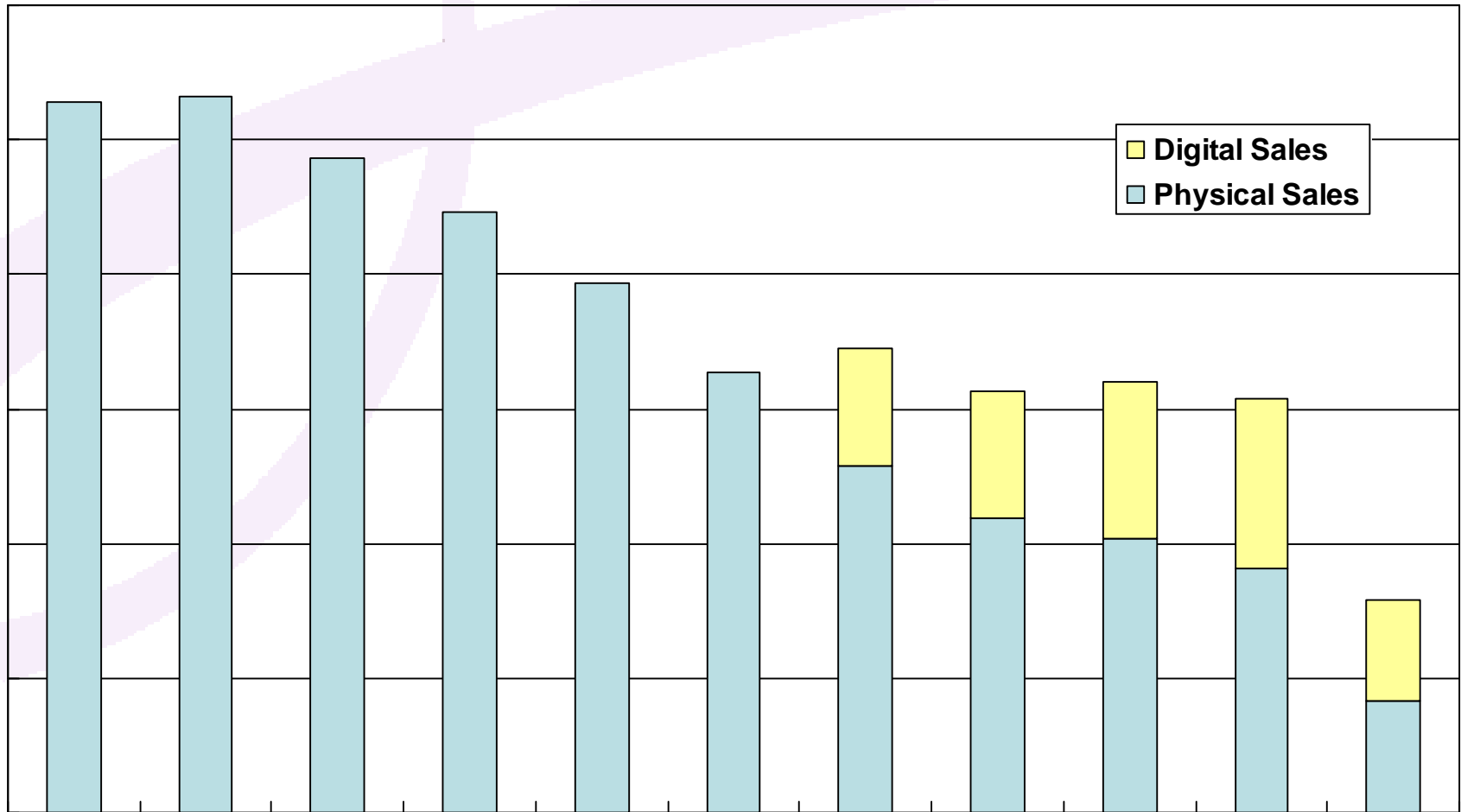
200

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■ Digital Sales
■ Physical Sales

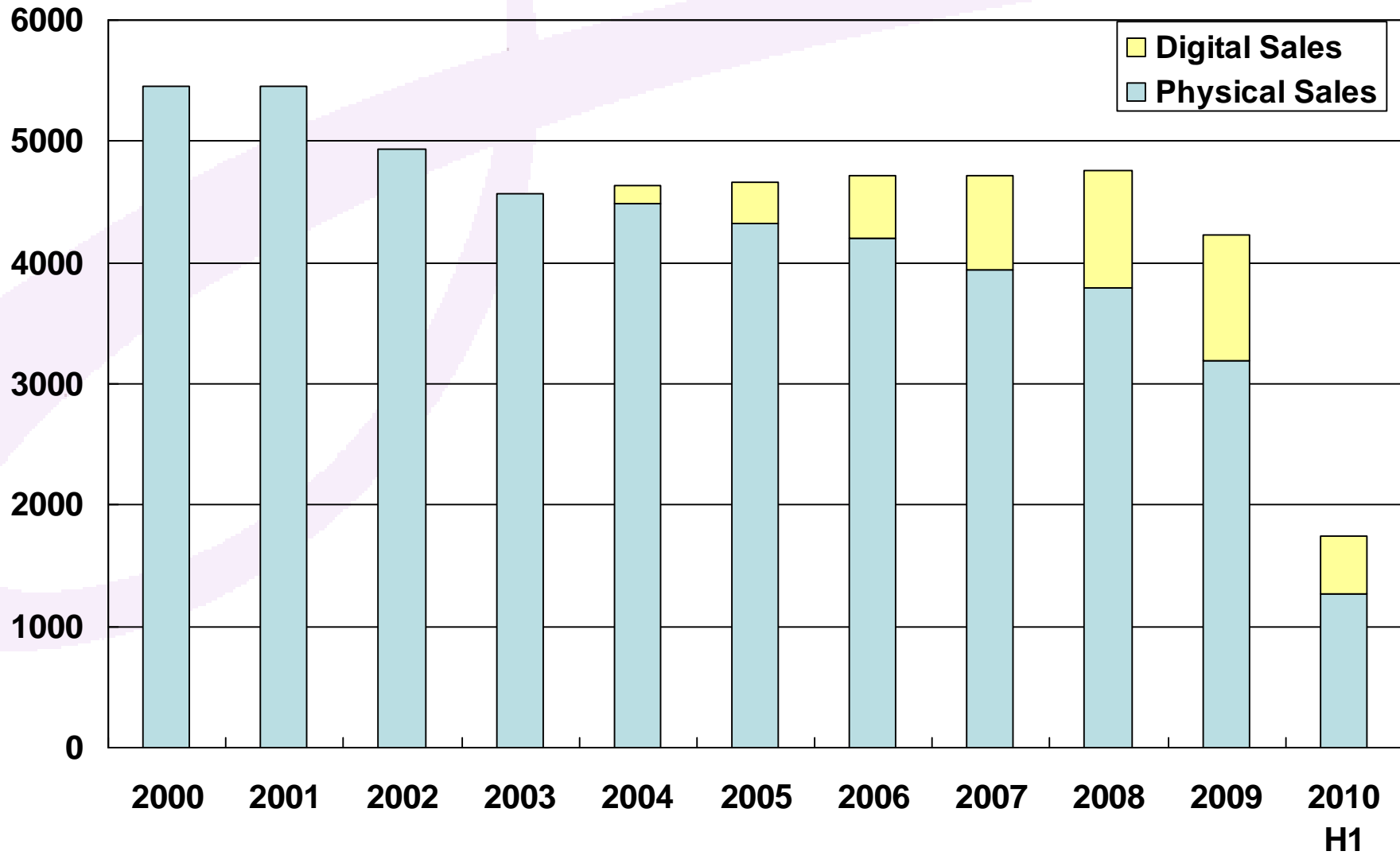
2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010
H1

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Japan - Music Sales 2000 to 2010 H1

USD Million



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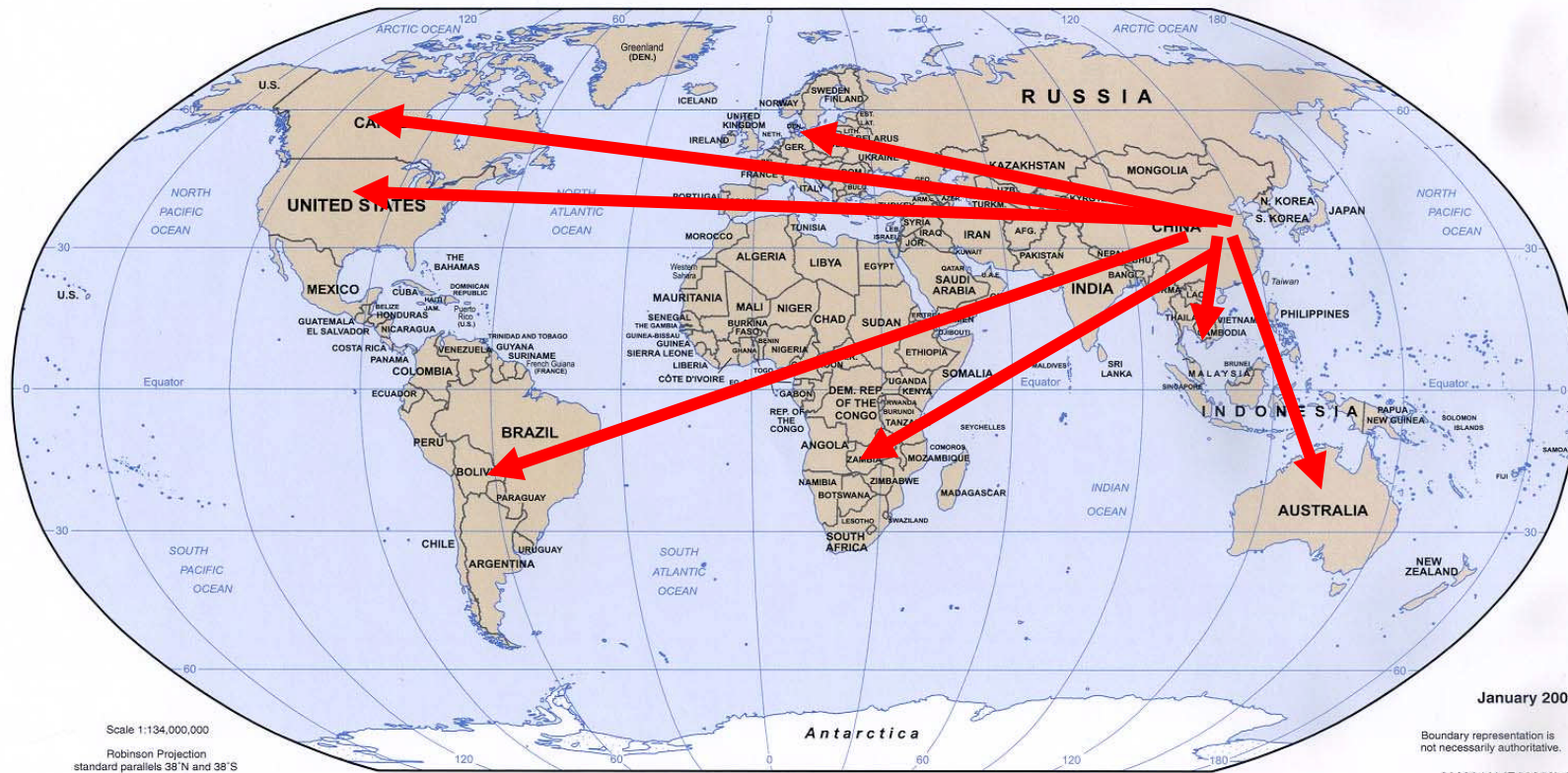
Challenges to the Record Industry

- Music Piracy

- Physical Piracy
 - CD Piracy
 - CD-Recordable (CD-R) Piracy
 - Internet Piracy
 - Mobile Devices Piracy
- All of which are cross border in nature

Cross border nature of current music CD piracy

Chinese made high quality CD box sets exported worldwide



B2B Distribution Channels from China

TRADE TANG.COM 易唐网
Wholesale beatles

Home What's Hot? Free Shipping

SEARCH: ALL Categories beatles

Home > Products

Narrow Your Results

All Categories

- Electronics (666)
- Computers & Networking (7)
- Musical Instruments (3)
- Video Games (2)
- Shoes & Accessories (2)
- Health & Beauty (1)

Preferences

- Free Shipping
- Trustworthy Suppliers
- Seller's Guarantee
- Bundle Sale
- In-stock Guarantee

Price

USD to GO

Welcome to THE SUPREME SUPPLIERS STORE
Best Source - Great Service - Mean Shipping - Any You Looking For A Cool Gadget Come to my store!

TRADE TANG IN STOCK
In-stock Guarantee. We are ready and you?

Our New Function: SELLER'S GUARANTEE Is Now Available

All Items Wholesale

683 items found for Wholesale beatles

Free Shipping Trustworthy Suppliers Seller's Guarantee Bundle Sale In-stock

View: List Grid Per page: 24 36 Sorted By: Best match

10pcs The Beatles in Mono The White Album English 11DVDs from salesstar
Condition: 10pcs The Beatles in Mono The White Album English 11DVDs from salesstar 10pcs The Beatles in Mono The White Album English 11DVDs from salesstar 10pcs The Beatles in Mono The White Album English 11DVDs from salesstar
The item is: FREE, NEW, IN STOCK
Supplier: salesstar

Enlarge Ask Supplier

Lower Price 20pcs/lot The Beatles : Mono Box Set by Beatles 13 Limited Edition Box Set Brand New sealed Drop Shipping
Condition: Lower Price 20pcs/lot The Beatles : Mono Box Set by Beatles 13 Limited Edition Box Set Brand New sealed Drop Shipping
The item is: FREE, NEW, IN STOCK
Supplier: momo

Enlarge Ask Supplier

10pcs The Beatles : Mono Box Set by Beatles 13 Limited Edition U
Condition: Free Shipping The Beatles : Mono Box Set by Beatles 13 Limited Edition Box Set Brand New sealed Free Shipping The Beatles : Mono Box Set by Beatles 13 Limited Edition Box Set Brand New sealed Free Shipping The Beatles : Mono B
The item is: FREE, NEW, IN STOCK
Supplier: angelina

Enlarge Ask Supplier

DHL 12pcs The Beatles-Remastered Stereo Boxset by The Beatles
Condition: The Beatles-Remastered Stereo Boxset by The Beatles (Audio - 20 (16)- 1DVD
The item is: FREE, NEW, IN STOCK
Supplier: dwdgirl

Enlarge Chat

10pcs/lot Brand New, The Beatles Stereo Boxset by The Beatles, 1:
Condition: 10pcs/lot Brand New, The Beatles Stereo Boxset by The Beatles, 1: disk essic disk from skycoral 10pcs/lot Brand New, The Beatles Stereo Boxset by The Beatles, 13DVD disk assic disk from skycoral
The item is: FREE, NEW, IN STOCK
Supplier: skycoral

Enlarge Ask Supplier

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Products Suppliers Buyers

Buy "michael jackson CD" on AllExpress

michael jackson CD Select Country/Region All Categories Search

Popular Searches: electric scooter, digital photo frame, air conditioner, three wheel motorcycle, batteries, car dvd, concrete mixer, baby car seat

Home > Products > Search : michael jackson cd 16 Products

Refine Search:

Category: Music (3) Rings (5) Movie (6) DVD, VCD Player (2)
Disk Replication & Printing (1) Gift Sets (1) Other Fitness & Bodybuilding Products (1)

Supplier Location: China (Mainland) (5) United Kingdom (2) Singapore (1) Hong Kong (1)
Indonesia (4) United States (4) Argentina (1) Australia (1)

16 Results Buy on AllExpress.com Find suppliers the easy way. Post an RFQ Form now!

View as: Select to Contact Supplier Gold Supplier Online Factory Audit Type Business Type

Wholesale class music cd dvd Michael Jackson, welcome paypal
1)US version, region free
2)competitive price, reliable quality
3)Small order can be accepted, free shipping...
Min. Order: 1 Set

Supplier: HK XinGuangMei international trade co ltd
[Manufacturer, Trading Company]
Hong Kong
I'm Online Chat Now Contact Supplier

DHgate.com Fast Trading Marketplace My DHgate | Join Free | Community | Help | Seller Home Online Customer Service

Search: Beatles CD All categories Go Advanced Search Cart 0 item(s)

All Categories New Year Sale Guaranteed Products What's New Stock in USUK Promotions Top-Rated Products DHgate Buyer Protection New Year Sale

Home > Wholesale Beatles CD

Refine your Search Categories

- Electronics (70)
- Crafts (10)
- Office Supplies (6)
- Health & Beauty (2)
- Apparel (1)
- Packaging & Paper (1)
- Business Equipment (1)

Price \$ to \$ Go

Preferences Wholesale only

Related Keywords

- beatles
- beatles mono
- beatles stereo
- john lennon
- led zeppelin
- pink floyd
- 10.1
- 100 years
- 100 years of magic
- 2 and a half men
- more >>

91 wholesale items found for Beatles CD

The Beatles Stereo Box Set US Version 16 CD add 1 D.Boxset Brand New 14 pcs lot brand new
The Beatles Stereo Box Set US Version 16 CD add 1 D.Boxset Brand New 14 pcs lot brand new
Processing time: 1 days
Wholesaler: player

The Beatles Stereo Box Set US Version 16 CD add 1 D.Boxset Brand New Factory Sealed 15
The Beatles Stereo Box Set US Version 16 CD add 1 D.Boxset Brand New Factory Sealed 15 pcs lot
Processing time: 1 days
Wholesaler: player

5pcs The Beatles - Remastered Stereo Box Set ICD & DVD 17 Discs, Capitol Records
5pcs The Beatles - Remastered Stereo Box Set ICD & DVD 17 Discs, Capitol Records
Processing time: 3 days
Wholesaler: gemma

The Beatles Stereo Box Set US Version 16 CD add 1 D.Boxset Brand New Factory
The Beatles Stereo Box Set US Version 16 CD add 1 D.Boxset Brand New Factory Sealed- 3pcs Sets
Processing time: 1 days
Wholesaler: adada

25pcs The Beatles : Mono Box Set by Beatles 13 CD Limited Edition Box Set Brand New
Over The Moon (single) next DUNE (album) next R.I.C.I. (album) next
Itemcode: 89019950 \$25.14-26.87 / Set \$351.9-376.2/ Lot 14 Set/ Lot Add to cart

Itemcode: 89004953 \$25.32-26.96 / Set \$379.84-404.41/ Lot 15 Set/ Lot Add to cart

Itemcode: 88803144 \$41.8 / Piece \$209.0/ Lot 5 Piece/ Lot Add to cart

Itemcode: 89028021 \$41.05-48.16 / Set \$123.16-144.48/ Lot 3 Set/ Lot Add to cart

Itemcode: 88000704 \$17.8-17.97 / Discs

Done

High quality Box-sets of famous artistes sold on Chinese B2B sites



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High quality Box-sets of famous artistes sold on Chinese B2B sites



B2B Distribution Channels from China

The screenshot shows three product listings for 'Wholesale - 20 PCS The Singles Collection by Britney Spears 29 +1DVD 30 DISC Europe Version Brand New'. Each listing includes a product image, a price range per carton (e.g., USD 35.0 ~ 37.46), a lot size (e.g., 20 Cartons / Lot), and an 'Add to Cart' button. The supplier is listed as 'speak2me'.

The screenshot shows the footer of the TradeTang website. It includes a search bar with 'britney spears' entered, a navigation menu with categories like 'Membership', 'Products & Orders', 'Payment', 'Shipping & Costs', and 'Dispute', and a list of payment and shipping partners including AMEX, VISA, MasterCard, Discover, PayPal, DHL, EMS, TNT, and FedEx. The footer also contains copyright information and a 'Wholesale Britney Spears, Buy Wholesale Britney Spears Products from Chinese Wholesalers - TradeTang.com' link.

Modes of Delivery and Payment

Online Music Piracy Levels

- Estimated over 40 billion illegal song files downloaded over P2P services per year
- Over 90% piracy level

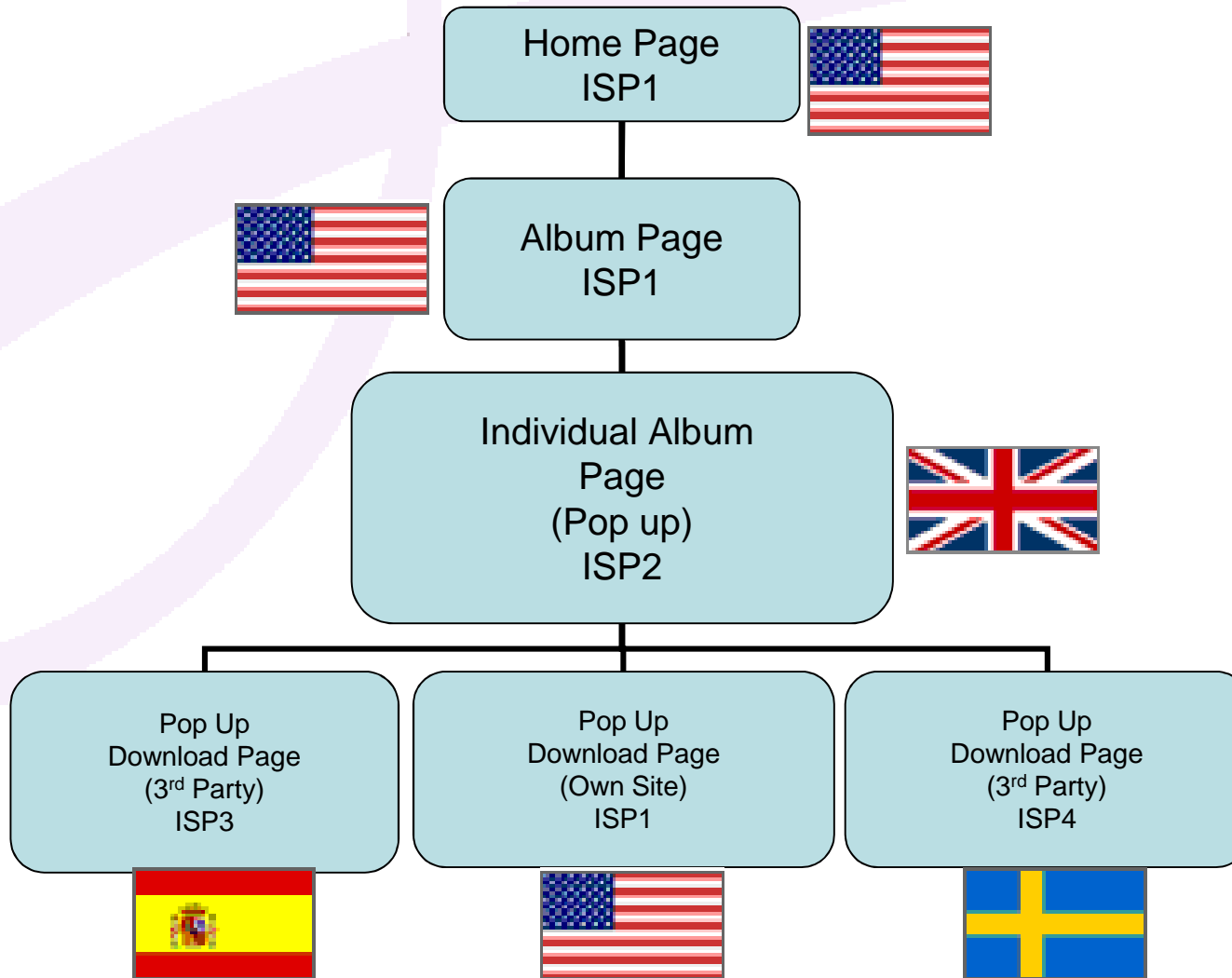
Digital Music Piracy

Sources of Infringing Music

- Topsites
- Music Download / Streaming Sites
- Forum/Blogs Sites offering vast amount of infringing files/links
- Cyberlockers /Webhards
- Music Deeplinking Sites
- Peer to Peer (P2P) filesharing sites / Bit Torrent sites
- Video sharing sites
- WAP sites for mobile download
- Apple and Android Apps for downloading of unauthorized

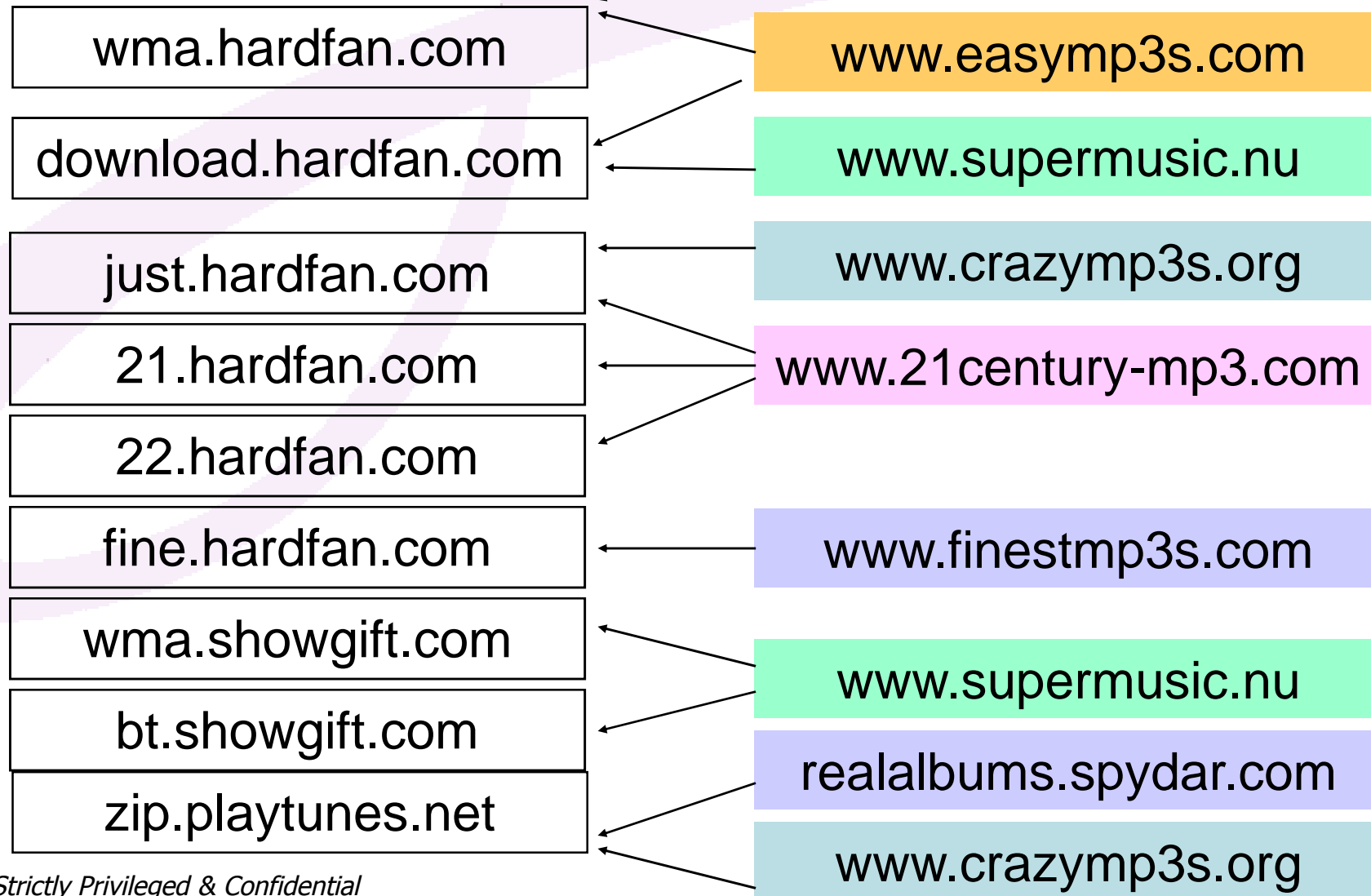
Cross border nature of digital piracy

Nested WWW – Structure



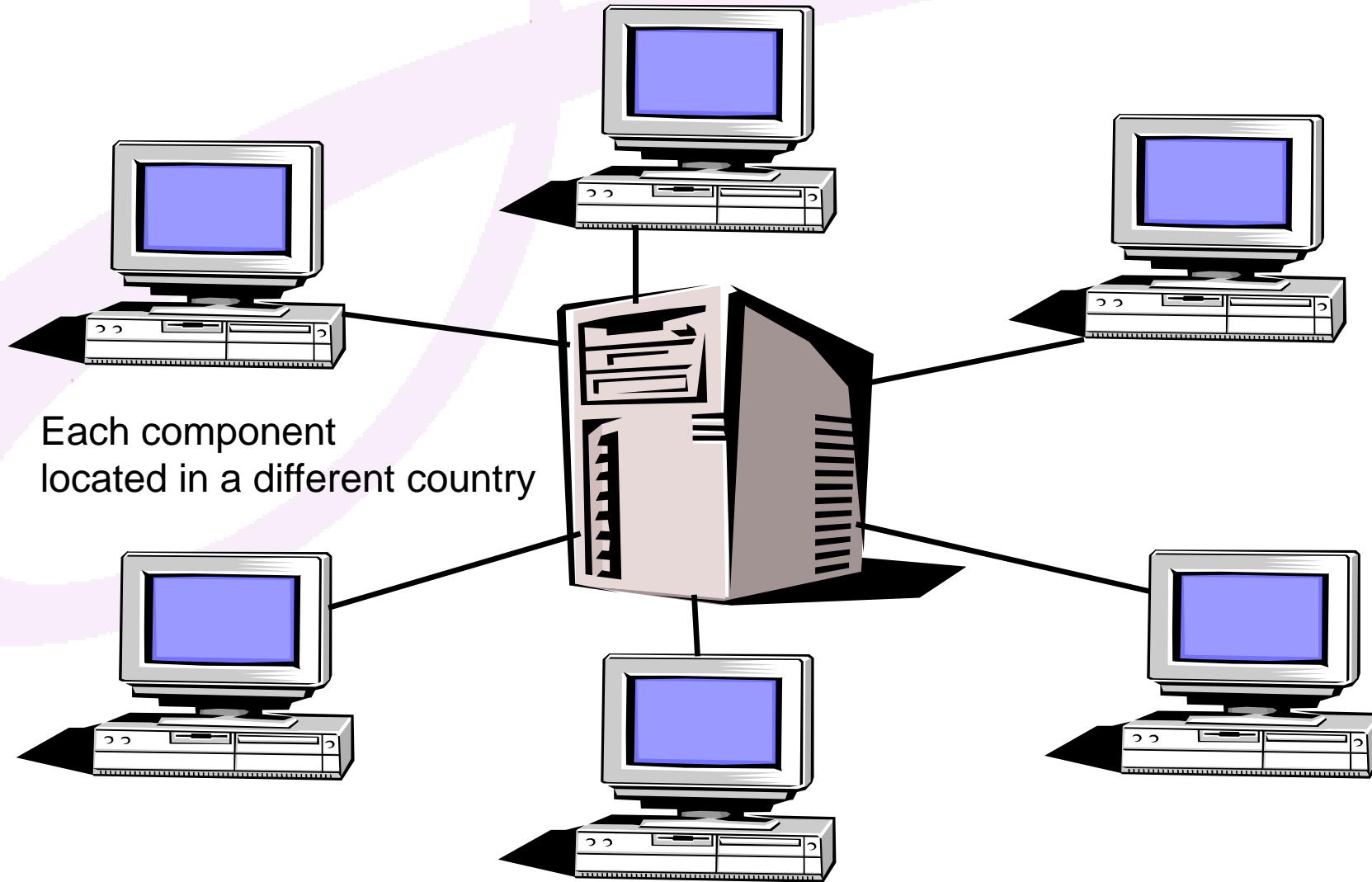
Servers with thousands of illegal music files situated in China - shut down in July/Aug 2004

Homepage/Sites based in Europe /USA



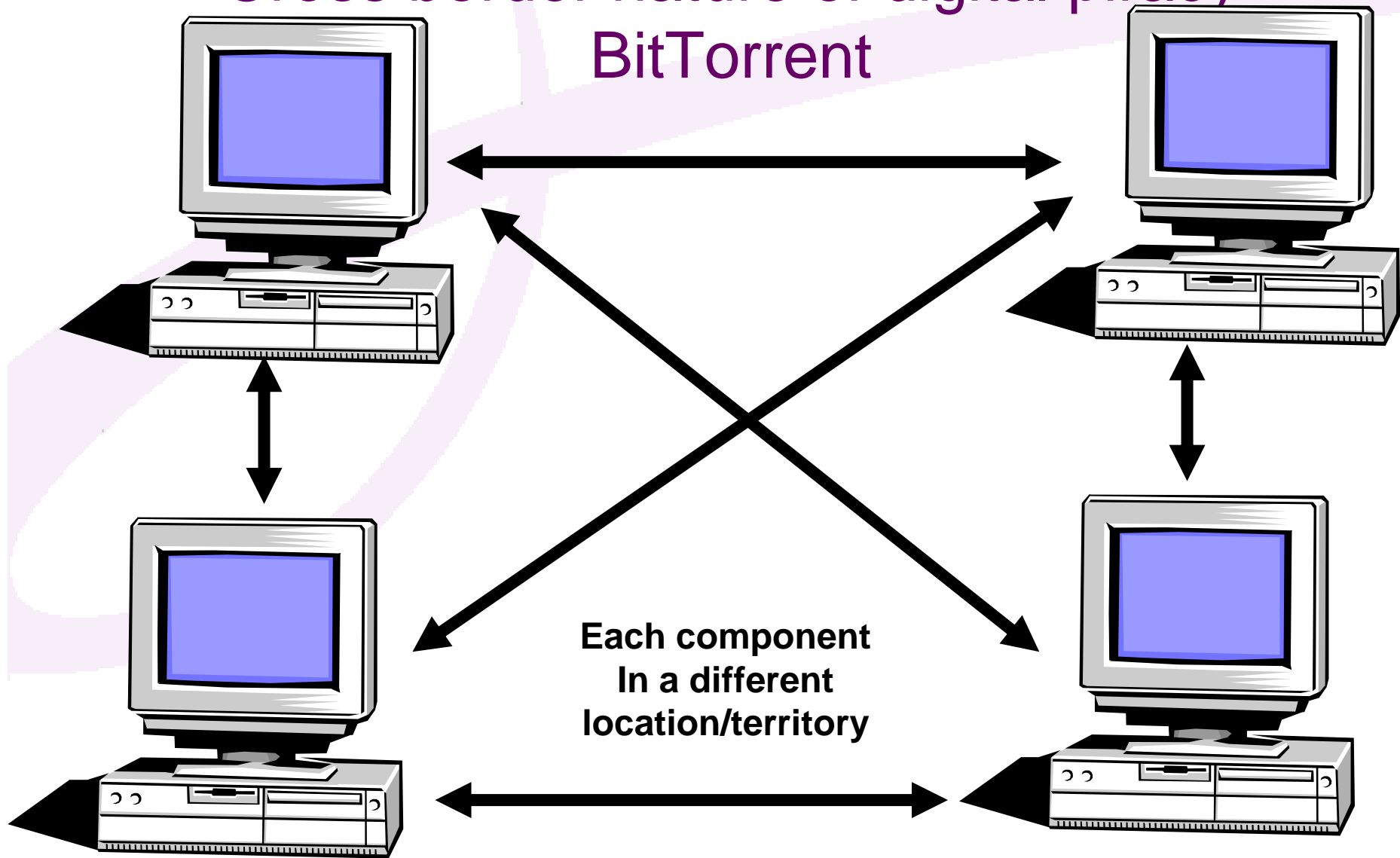
Cross border nature of digital piracy

1st Generation P2P centralized servers



Cross border nature of digital piracy

BitTorrent



Cross border nature of music CD piracy

Co-operation with various parties

- Co-operation with rights holders - sharing of intelligence, forensic capabilities, assistance in identification
- Co-operation with local enforcement agencies – police, customs for local investigations
- Co-operation with international enforcement agencies - WCO & Interpol
- Co-operation with website operator to remove postings
- Co-operation with courier companies & shipping agents – Fedex, DHL, TNT, EMS
- Co-operation with payment gateways – eg Paypal, Visa, Mastercard
- **Co-operation with ISPs**
- **Co-operation with governments for public awareness, education campaigns**

Co-operation with ISPs

- For hosted content – immediate take down, filtering of copyright material
- For non-hosted content – eg P2P
 - Graduated response against repeat infringers leading deterrent penalties including suspension or termination of internet accounts
 - Countries with GR legislation – France, S. Korea, Chinese Taipei, United Kingdom, Chile, New Zealand
 - Countries considering GR legislation – Malaysia, India
 - Blocking of access to infringing platforms

Examples of cross border co-operation

MASTERBOX pirate CD supply chain

- In October 2010, more than 100 police officers in Belgium, Bulgaria, the Netherlands and Spain, assisted by investigators from IFPI, took coordinated action against those involved in the manufacture, supply and sale of an unlicensed CD and DVD box sets that generated millions of euro in illegal revenues for its criminal backers.
- The *Masterbox* series contained unlicensed music, films, games and television programmes. Each box set included an MP3 disc featuring around up to 60 albums, some of them pre-release leaks. Music from artists such as Black Eyed Peas, Michael Jackson, Green Day and Robbie Williams was found in the Masterbox series, which ran to more than 50 editions.
- Manufacturing facilities had moved from Poland to Italy to Czech Republic to Bulgaria and raids had been conducted in factories in these countries

Examples of cross border co-operation

Seizures in Uruguay ODs made in Taiwan

- In Dec 2009 Uruguayan Customs officials seized over a million blank DVD-Rs and CD-Rs destined for pirate syndicates including:
 - a shipment of **500,000** blank DVDrs at Montevideo
 - a **truck** with **600,000 Blank CDRs** on route to Santana do Livramento, Brazil.
- Documents seized along with the cargo indicate that these optical units originated from Taiwan

Examples of cross border co-operation

Actions against uploaders by HK customs

- In Nov/Dec 2010 HK Customs arrested 3 individuals who uploaded pre released and new albums of popular Chinese artists including Alan Tam, Cherry Boom, Endy Chow, Kay Tse and Phil Lam to cyberlockers. Links to the cyberlockers were posted on forum sites including discuss.com.hk, catcatforum.com, 8Cyber.com, HK-Pub.com and Uwants.com, all of which were popular among Chinese communities around the world.
- In March 2010 HK Customs took action against 2 men who uploaded popular HK artiste Eason Chan's latest album *Time Flies* to cyberlocker sites overseas:
 - The 1st man had uploaded some pre-release songs to a cyberlocker in the United States. The man also posted links to the files containing the tracks on the popular Hong Kong-based forum Discuss.com.hk.
 - The 2nd man had uploaded the entire album to 4 cyberlocker sites in the Netherlands and the United States and also posted links to the files containing the tracks on Uwants.com, a forum site.

Examples of cross border co-operation

Topsite in S Korea

- In late 2009, IFPI investigations revealed a Topsite based in S Korea supplying Korean and International pirate channels of pre and newly released songs, of Korean and International repertoire
- IFPI ARO filed a complaint with the cyber police in S Korea in Nov 2009
- Raids were conducted in Feb 2010; several servers were seized and 4 operators of the Topsite arrested and charged for copyright infringement
- The website operators paid compensation to IFPI and published an apology in the Korean newspaper

Examples of co-operation with ISP Eircom in Ireland

- In Jan 2009, Agreement was reached between record companies and major Irish ISP, Eircom
- Graduated response process for P2P infringement culminating in account disconnection if subscriber does not comply with warnings
- Eircom launched a licensed music service for subscribers



NEWS FEATURED



NEW IFPI publishes Digital Music Report 2011 20/01/11
New Pop4Schools programme launches 12/01/11
Ireland - eircom Launches MusicHub 09/12/10

[more news >>](#)

IFPI Publications
 IFPI Awards
 ISRC
 GRid
 Downloading
 help for parents



IFPI represents the recording industry worldwide, with a membership comprising some 1400 record companies in 66 countries and affiliated industry associations in 45 countries. IFPI's mission is to promote the value of recorded music, safeguard the rights of record producers and expand the commercial uses of recorded music in all markets where its members operate.



JOBS AT IFPI

[European Senior Legal Counsel](#)



MEMBERS



www.ifpi.org

Strictly



Thank you