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Film Distributors' Association

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REWARDS

UK cinema staff rewarded for safeguarding recent theatrical releases

20 vigilant members of staff from cinemas across the UK were formally recognised and rewarded at a presentation in March for their work in disrupting and preventing film piracy.

During the event FCPA welcomed their special guest, Team GB's Winter Olympian **Eddie "The Eagle" Edwards**, who addressed the audience and presented the rewards. Eddie spoke about the value of determined effort even when a goal seems well-nigh impossible to achieve.

The recipients included employees from Odeon, Cineworld, Vue and Showcase cinemas. Each was given a financial reward, a certificate, a set of Blu-rays and a 2019 FDA *Yearbook*. Collectively they represented eighteen incidents, nine of which police attended. Eight of the incidents resulted in formal police cautions.

Their successful efforts helped to protect UK releases including *Venom*, *Aquaman*, *Bohemian Rhapsody* and *Fantastic Beasts: The Crimes of Grindelwald*.



March 2019 - vigilant cinema staff at the presentation in London with (front row centre) Eddie "The Eagle" Edwards and Simon Brown (FCPA)

RECENT ACTIVITY: UNPREDICTABLE LOCATIONS

A reminder for continued vigilance

FCPA's programme enjoys a globally-recognised track record of success. This included an unprecedented 3-year period of protection up to October 2018, when not a single complete pirated film found in the public domain was traced to a cinema in the UK or Ireland.

Unfortunately, that changed in October when a newly-released title was found online, which film forensics revealed had been recorded illegally at a cinema in **Birmingham**. Within a week of it being uploaded, various piracy release groups had combined the video with local language soundtracks, making it more consumable in many markets. Then in December two further pirated films were traced to a cinema in **Cornwall**.

FCPA conducted the initial investigations at both cinemas and suspects have been identified and arrested.

More recently there has been proven activity in the **East of England** which FCPA are investigating in collaboration with the Police Intellectual Property Crime Unit (PIPCU).

Whilst obviously damaging, these cases remind us that the

threat of film theft remains very real and unpredictable. Vigilance and awareness must be maintained, and FCPA will offer support to cinemas where required or requested.



SPRING INTO ACTION FROM 25 APRIL
Online quiz for cinema staff
www.launchingfilm.com

A new '**Spring into Action**' eight-week campaign will be launched later this month to further enhance the awareness and vigilance of cinema staff throughout the UK and Ireland. The existing quarterly online-quiz prize will be supplemented by additional fortnightly prizes of £100 amazon.com vouchers. The winners will be selected from staff who successfully participate in the quiz between 25 April and 21 June 2019.

Thank you to all of the cinema staff who entered the quiz last quarter and congratulations to the last winners from the **Showcase Bristol** (below) and the **Quad in Derby**.

Please take a look and good luck to all.



SOCIAL MEDIA TAKE DOWNS

Reports continue to arrive at the FCPA from various sources which identify users on social media posting live film broadcasts or clips obtained from UK cinemas. Numerous take down notices have been submitted to social media platforms who have assisted the FCPA in removing these from their platforms.

SAITG

The **Scottish Anti Illicit Trade Group** working in partnership with CIVTECH have developed technology which can identify fake products being sold online prior to the consumer clicking the button to purchase them. FCPA investigators fully support the project and have assisted CIVTECH during the development stage. The software is currently being tested prior to being rolled out across the country and to date has proved very successful in the identification of fake DVDs being sold online from various sources.

DVD SELLERS ON AUCTION SITES

FCPA have been extremely active pursuing people selling high quality pressed discs which are being sold as genuine films.

Numerous multi agency operations have been carried out across the UK with law enforcement agencies which have resulted in substantial seizures of fake discs and the retention of vast amounts of cash from persons involved in this activity. More operations are planned in the near future and further updates will be provided when available.



IPTV

FCPA are proactively working with law enforcement pursuing the sellers of film content to the public via IPTV and infringing set top boxes.



Activity across the UK has taken place with more operations planned. Further updates will be provided when court proceedings are complete. Vast sums of cash have been retained by law enforcement working in partnership with FCPA investigators.