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IIPA APPLAUDS USTR NOTORIOUS PIRACY MARKET LIST

Alarming Onslaught of Online Piracy Markets Hinders Growth of Legitimate Creative Businesses; Physical Piracy Markets Remain Trouble Spots

Washington, D.C., December 20, 2011 – International Intellectual Property Alliance® (IIPA®) – a coalition of seven member associations, each of which represents a significant segment of the U.S. copyright industries – applauded USTR’s announcement today of its “Out-of-Cycle Review of Notorious Markets.” The announcement highlights dozens of Internet and physical markets exemplifying the global struggle against online and physical piracy.

IIPA Counsel Steven J. Metalitz noted, “We are extremely grateful for the U.S. Government’s enhanced focus on notorious piracy markets highlighted in today’s announcement. This focus has clearly gotten the attention of foreign governments and led to some notable developments in some of the markets previously listed. The extent to which the creative industries can prosper in foreign markets increasingly depends on our companies’ abilities to compete fairly. Notorious pirate markets unfairly tilt the balance in the direction of pirates who steal revenues – and rob livelihoods – from creators.”

Metalitz continued, “While the Internet and mobile networks have transformed the way we work, learn and play, they have also, unfortunately, resulted in massive infringement of music, movies, games, software, published materials and other copyright materials. Physical piracy markets also continue to harm our industries and close off markets to legitimate commerce in creative products. USTR’s report highlights the need for accountability in the online space and continuing vigilance in physical piracy markets. This requires stronger laws and stricter law enforcement in foreign countries hosting notorious marketplaces, whether online or in the physical world. It also requires all actors in the copyright value chain to take greater responsibility toward finding solutions to the growing problem of online and physical copyright theft. We are also pleased that USTR has, for the first time, specifically identified sites based on their distribution of unlawful circumvention technologies.”

Among the non-exhaustive list of notorious online markets highlighted in this year’s Notorious Markets list are: **Sohu** and **Xunlei/Gougou** (unauthorized deep linking services); **ThePirateBay**, **IsoHunt**, **BtJunkie**, **Kat.ph** (formerly Kickasstorrents), and **Torrentz.eu** (examples of services employing BitTorrent filesharing to provide access to millions of infringing files), **Rutracker**, **Demonoid**, and **Zamunda** (BitTorrent trackers used to transfer infringing material), **MegaUpload** and **PutLocker** (which provide access to infringing files through one-click hosting services), **vKontakte** (a social networking site that provides search functionality for hundreds of thousands of infringing music and video files), **Taobao** (an auction and B2B site providing access to infringing product), **Modchip.ca** and **ConsoleSource.com** (which sell circumvention devices into countries where such trafficking is illegal).

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About the IIPA: The IIPA is a private sector coalition, formed in 1984, of trade associations representing U.S. copyright-based industries in bilateral and multilateral efforts working to improve international protection and enforcement of copyrighted materials and open up foreign markets closed by piracy and other market access barriers. IIPA’s seven member associations appear below, and represent over 1,900 U.S. companies producing and distributing materials protected by copyright laws throughout the world—all types of computer software, including business applications software and entertainment software (such as videogame discs and cartridges, personal computer CD-ROMs, and multimedia products); theatrical films, television programs, DVDs and home video and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and fiction and non-fiction books, education instructional and assessment materials, and professional and scholarly journals, databases and software in all formats. Visit www.iipa.com. Members of the IIPA include [Association of American Publishers](http://www.aap.org), [Business Software Alliance](http://www.bsa.com), [Entertainment Software Association](http://www.esa.com), [Independent Film & Television Alliance](http://www.independentfilm.com), [Motion Picture Association of America](http://www.mpa.com), [National Music Publishers’ Association](http://www.nmpa.com), and [Recording Industry Association of America](http://www.riaa.com).