

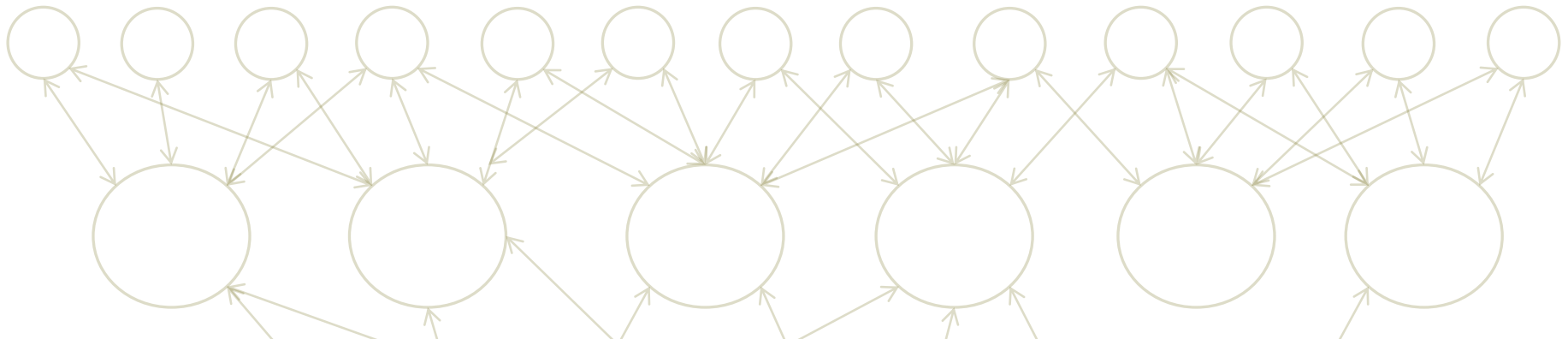
Is copyright capable of promoting innovation and growth in the digital age?

RETTIGHEDSALLIANCEN
DIGITAL INNOVATION AND GROWTH

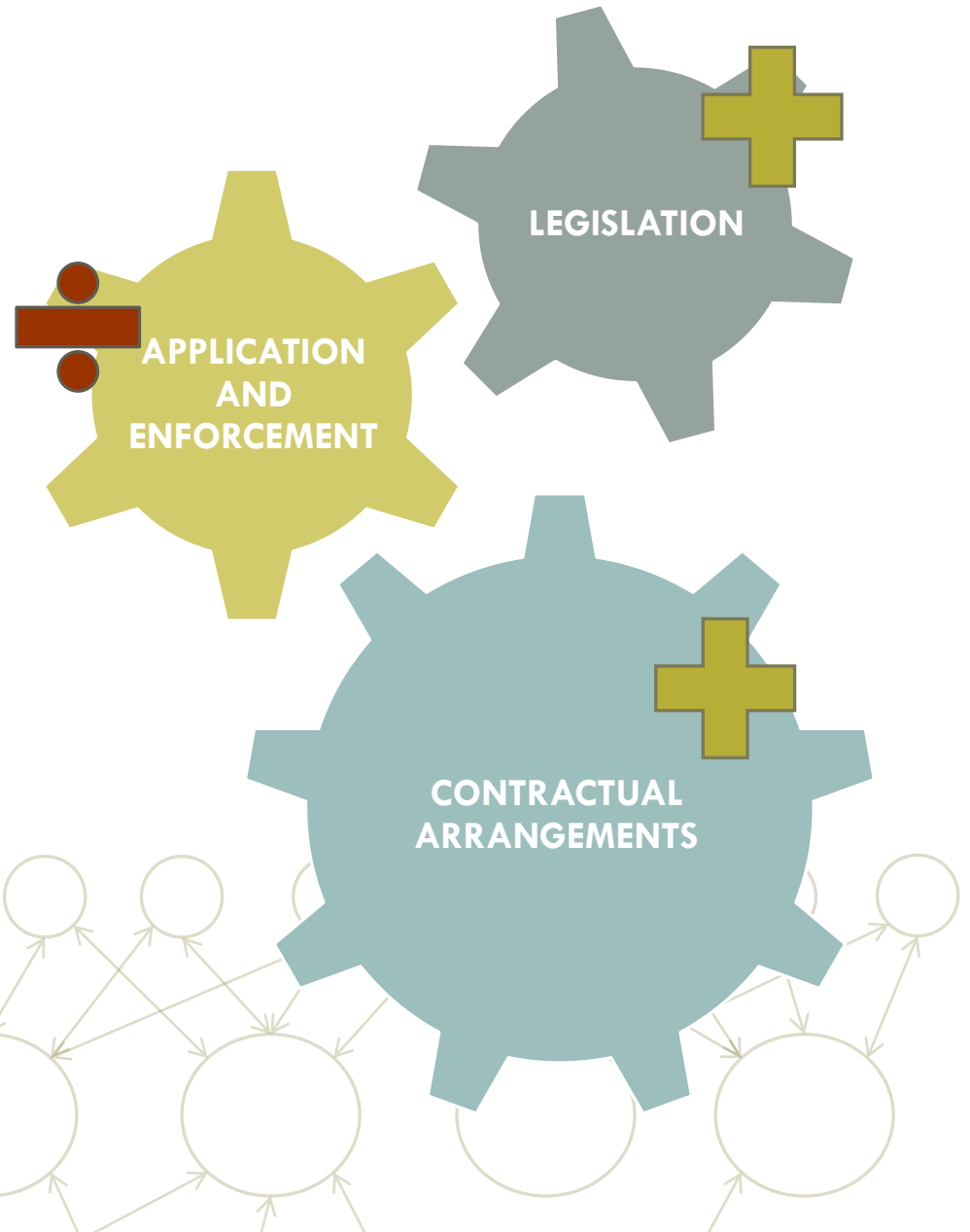
The Danish parliament,
September 24, 2014

THE STORY ABOUT DIGITAL GROWTH

1. Focus on penetration and capacity
2. The first movers put content on the Internet
3. “State of emergency” (forcing content owners on the internet)
4. Motivation for digital innovation and growth in the future?



COPYRIGHT SYSTEM



ENFORCEMENT THAT DOES NOT WORK



EFFECT OF WEAK ENFORCEMENT

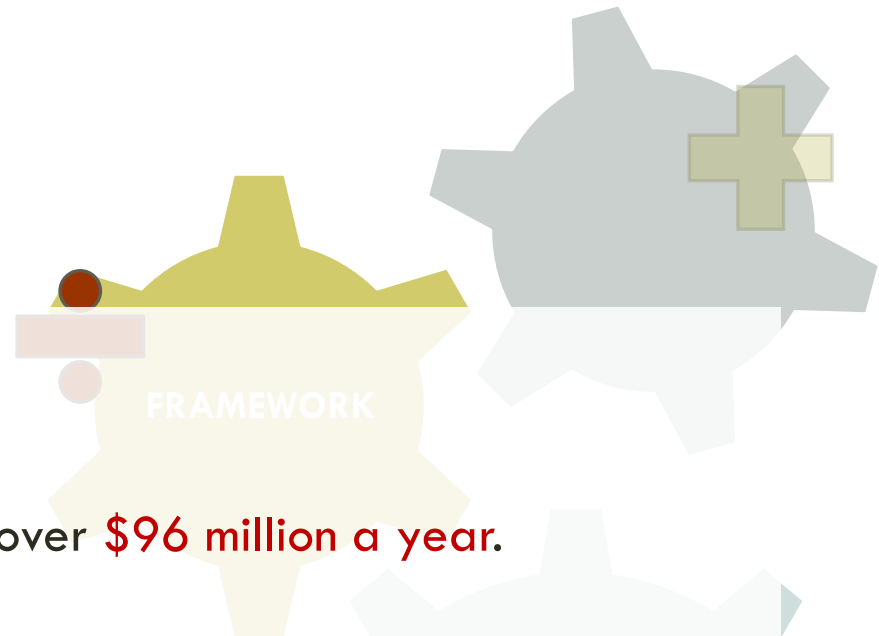
Financial benefits from crime

For each 1000 \$ invested

CRIME	Return on investment
Forged money <small>*(Foreign LEA - U.S. Secret Service)</small>	\$3,300
Credit card fraud <small>*(MC, Visa, Discover)</small>	\$6,700
Heroin <small>*(DEA)</small>	\$19,860
Tobacco smuggling <small>*(2 Major Tobacco Companies)</small>	\$43,000
Software piracy <small>*(Microsoft)</small>	\$40,000 - \$100,000
Fake pharmaceuticals <small>*(Manufacturing Prices of obtaining bulk)</small>	\$300,000

Kilde: Europol

BIG BUSINESS



Top fifteen cyberlockers rake in over **\$96 million a year.**

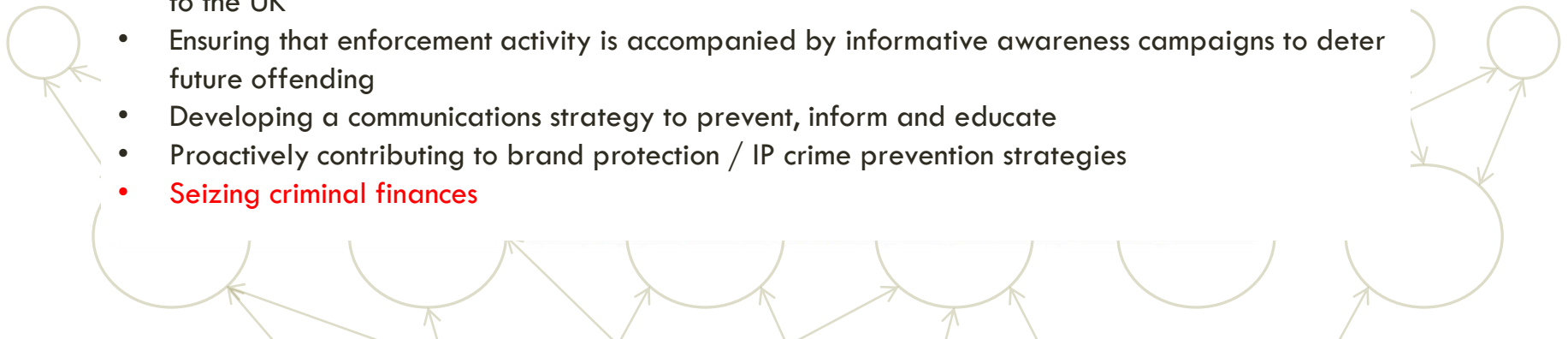
The study estimates that “78.6 percent of files on direct download cyberlockers and 83.7 percent of files on streaming cyberlockers” infringe copyright.

Kilde: The study by NetNames, [Behind the Cyberlocker Door](#)

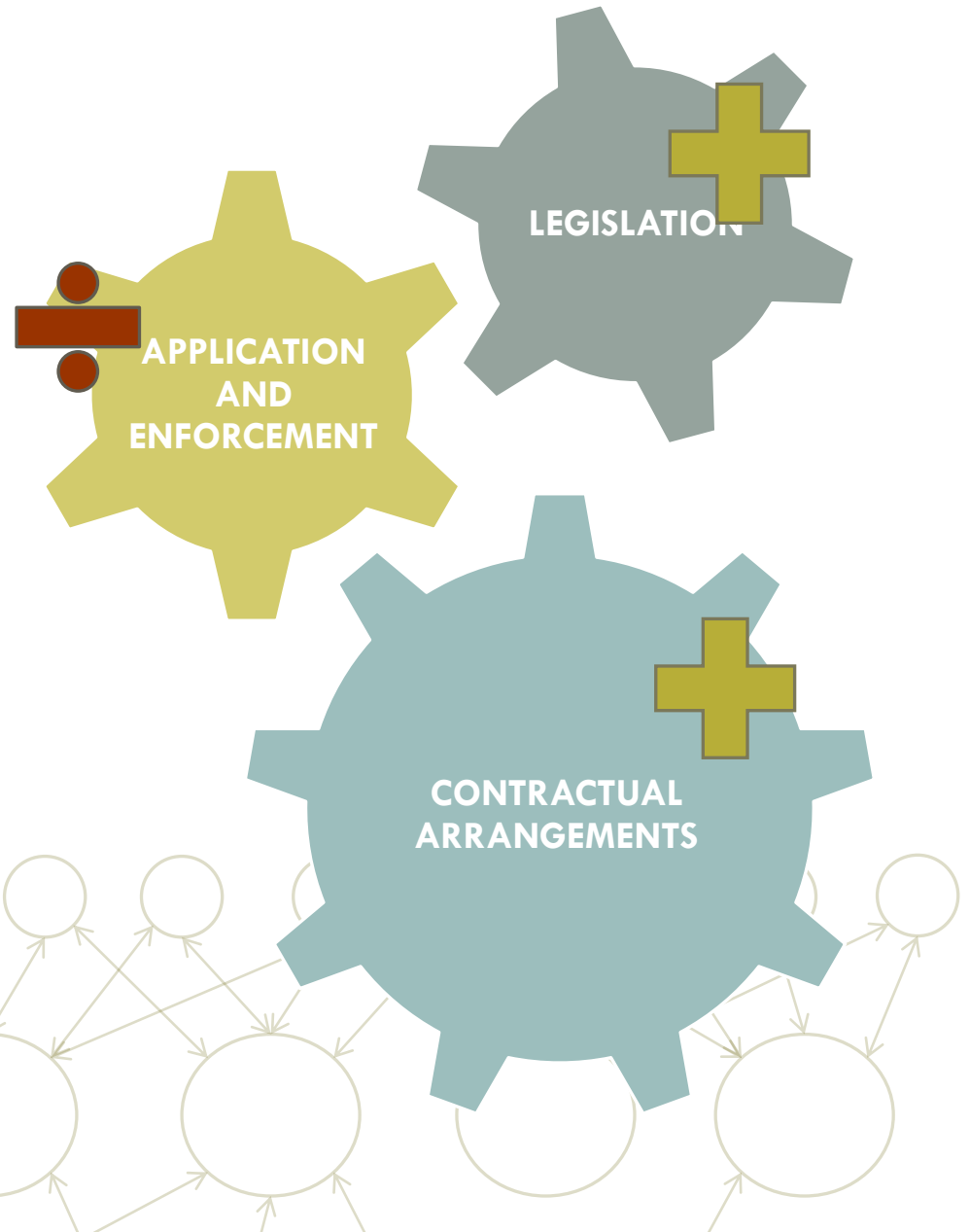
HOW PIPCU OPERATES

In the next two years PIPCU will be building a policing response to the threat of online intellectual property crime around the following themes:

- Developing an operating model to ensure collaborative prevention, intervention and enforcement responses are adopted against the most harmful threats
- Acting as the **primary liaison unit for law enforcement** and the copyright/brand protection community nationally and internationally and working with them to identify the most harmful criminals in the area of online intellectual property crime affecting the UK
- Establishing the benchmark standards for referral of crimes from industry to the police
- Developing an integrated tactical response where the activities of partner law enforcement agencies and private sector complement one another
- Investigating, target, disrupt and prevent online intellectual property crime and where appropriate arrest and prosecute offenders identified as responsible for causing the most harm to the UK
- Ensuring that enforcement activity is accompanied by informative awareness campaigns to deter future offending
- Developing a communications strategy to prevent, inform and educate
- Proactively contributing to brand protection / IP crime prevention strategies
- **Seizing criminal finances**



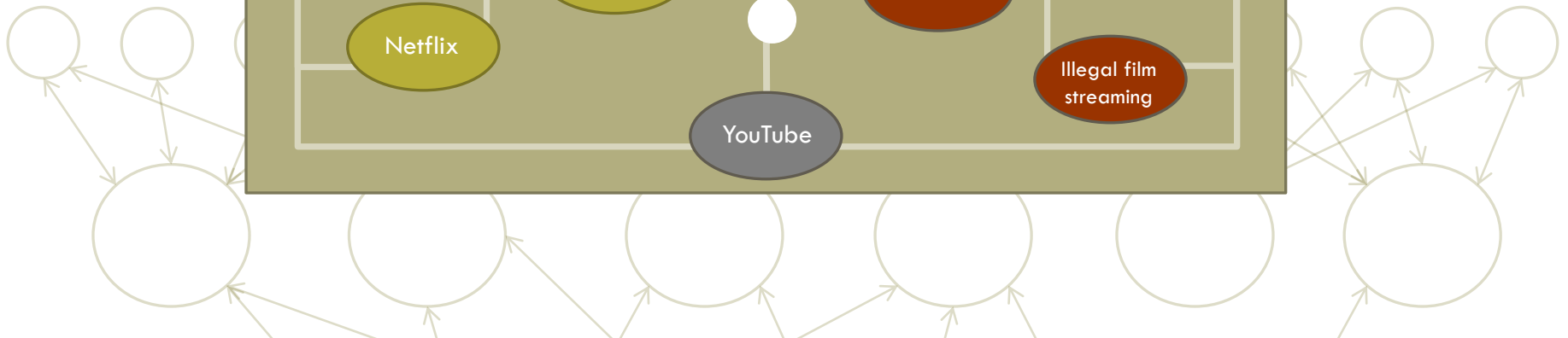
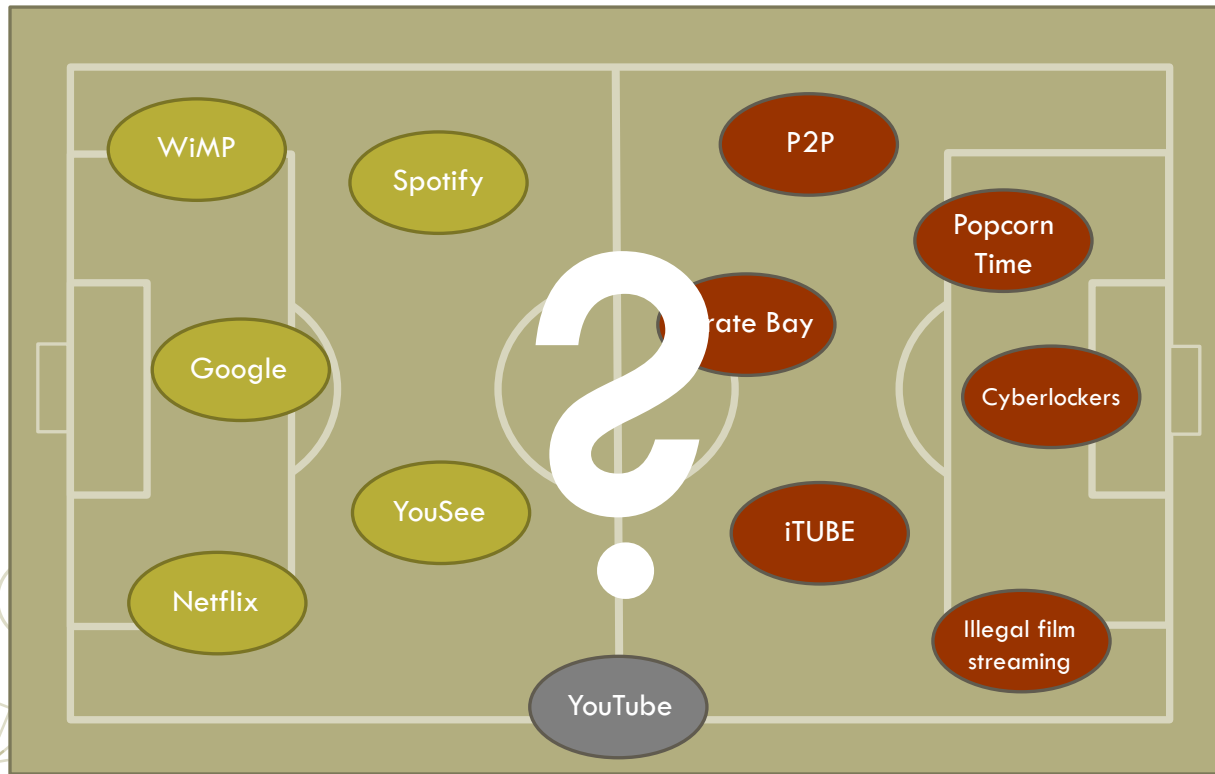
COPYRIGHT SYSTEM



THE PLAYING FIELD

LEGAL
SIDE

ILLEGAL
SIDE





THANKS

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**The Danish parliament,
September 24, 2014**