

## **PRESS RELEASE**

**For immediate release**

### **PIRACY A SCOURGE ON FIJI SOCIETY**

**31st August, 2006, Suva, Fiji Islands** - The Fiji Audio Visual Industry Association (FAVIA) is now in its 2<sup>nd</sup> day of the Fiji Copyright Law Enforcement Seminar which is being held at the Police Academy at Nasese in Suva.

The Seminar was opened yesterday by Police Commissioner, Andrew Hughes, who in his opening remarks said that "Policing is not about the numbers but about the skills. Policing is not just the constable on the beat but much more needs to be done for the police to be equipped to deal with these crimes".

FAVC CEO, Mr. Dan Bolea addressed the participants and told them how piracy negatively affects Fiji as a film making location. He also expressed his support for FAVIA in taking the initiative by, "taking the bull by the horns in tackling the scourge called piracy."

The participants also heard from SPR Boss, Ravindra Patel. Patel said, "In Fiji there is 99% piracy which is probably the largest percentage in the world."

"The speed of the pirate network is so efficient, that Fiji is up there with the rest of the world when it comes to adoption of these illegal networks".

SPR has the largest chain of established video stores in Fiji and has severely been affected by copyright infringers that they have had to close 6 of their 14 outlets in the past 2 years, with a further 5 on the verge of closing. He urges all parties involved to act on this problem rather than just talking about it.

Mr. Terrence O'Neill-Joyce of Ode Records in New Zealand told the group that "it is every individual's responsibility to reject piracy, which is destroying legitimate businesses." O'Neill-Joyce also stressed the need for everyone in the community to be proactive now, rather than wait for someone else to do something.

"The current situation is destroying the national image of Fiji and the cultural life of the community being equated to the value of toilet paper," O'Neill - Joyce said. He also said, "Copyright can simply be interpreted as the right to copy, which has been severely abused in this country."

Mr. Mesake Nawari, the Group CEO of Fiji TV said "piracy is like cancer, potentially fatal but we can take preventative measures that can curb or slow down the scourge".

# FAVIA

## *Fiji Audio Visual Industry Association*

**Together protecting Fiji's Intellectual  
Property Businesses & Services**

Nawari said that by combining our resources and efforts, we are in a far better position to address this threat rather than our previous efforts of going at it alone.

Nawari commented on the impact of piracy on Fiji TV where they pay large amounts of money to overseas distributors for the right to show the film or programme on Fiji TV. In the case of the popular TV series "Prison Break" they encountered the unprecedented and loss-making situation of advertisers showing no interest in sponsoring the airing of the show because everyone had already seen it on illegal DVDs.

President of FAVIA, lawyer Hari Ram, was very pleased with the outcome of yesterday's seminar and the response received from the participants. Ram reiterated the point that the Government should recognize the enormous loss of revenue estimated to amount to as high as \$35m from the illegal sales from DVDs alone.

The seminar, which concludes tomorrow, is attended by members of the Fiji Police Force, DPP's Office, FPRA, FIRCA, the US Embassy, members of FAVIA and overseas delegates from Warner Brothers, Roadshow, Ode Records and Video Ezy.

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For more information, please log onto: [www.ifiji.com/favia/](http://www.ifiji.com/favia/)

### **ABOUT FAVIA**

The Fiji Audio Visual Association was set up in July 2006 to promote the protection of intellectual property and raise awareness on copyright issues in Fiji. Association members include Fiji Television, SPR, Video Ezy, IMDVD, Damodar Brothers, JK Singh Video Library, Rowell Entertainment, TFL, Video World, Eros Pacific, Forum Films. Office bearers are: President - Hari Ram; Secretary - Chris Caine; and Treasurer - Uday Singh.