The publishing industry continues to face severe challenges in the physical world, as unauthorized use of Factory piracy of entertainment software in cartridge format remains a serious problem, with such cartridges finding their way into numerous countries around the world. Sustained enforcement actions must be taken against these factories and their owners and financiers.

**Pay TV Piracy and Signal Theft**: Unauthorized transmission of pay TV or satellite signals causes increasing losses to the audiovisual content industries and legitimate broadcasters. Governments must take steps to curtail such illegal activities.

**Market Access**: There exists a strong connection between a country's willingness to open its market to legitimate copyright businesses and its ability to combat piracy effectively. Where there are unjustifiable impediments to the introduction or distribution of legitimate products, or to the commercial establishment of companies involved in the creation, manufacture or distribution of such products, illegal operations fill the void with piratical product.