FOR IMMEDIATE RELEASE
May 3, 2004
Washington, DC

COPYRIGHT INDUSTRIES SUPPORT THE
U.S. TRADE REPRESENTATIVE’S COMMITMENT TO COMBAT PIRACY
IN ITS ANNUAL “SPECIAL 301” DECISIONS

IIPA Concerned about Pace and Progress of Copyright Developments in Key Markets
Like Russia, Thailand, Brazil, China, Poland, Israel, Spain

Washington — The International Intellectual Property Alliance (IIPA), a coalition of six trade associations
representing 1,300 U.S.-based copyright companies, today acknowledged the efforts and leadership taken by
the Office of the U.S. Trade Representative in engaging with its trade partners to improve copyright protection
and enforcement around the world.

IIPA President Eric H. Smith said, “In the annual Special 301 review, the U.S. government aims to
open foreign markets closed by high levels of piracy or market access barriers that keep out the copyrighted
products of among the U.S.’s most productive industries. While this announcement marks the end of USTR’s
country-ranking effort, the Special 301 mechanism is a year-round process in which both the U.S. government
and the industry work to improve copyright laws and enforcement actions abroad.”

Smith added, “The ongoing scourge of piracy and the continuing losses suffered by U.S. industry
means that the U.S. government’s role in reducing global piracy is a critical one; without foreign governments’
will and assistance, industry is simply unable to combat this criminal activity and secure many of these
markets for legitimate business, both international and domestic. Governments’ will and commitment are
particularly essential in order to combat organized criminal syndicates that are involved with the production
and distribution of piratical products.”

Smith also added, “Our industries account for over 5% of U.S. GDP and USTR’s support in
improving global copyright enforcement is vital to these industries, including: fighting copyright piracy
abroad (including optical disc piracy, Internet piracy, corporate end-user piracy of business software, and book
and journal piracy); enforcing the WTO TRIPS Agreement’s enforcement obligations; pressing for ratification
and implementation of the WIPO Internet Treaties; improving standards of IPR protection through Free Trade
Agreements; and supporting foreign governments’ efforts to use legal software.”

“Estimated losses to the U.S. economy due to copyright piracy in just the 52 countries listed in today’s
USTR’s Special 301 decision amounted to over $10 billion in 2003, and an estimated $20-$22 billion globally,
not including losses due to Internet piracy,” Smith remarked. “The rapid growth of e-commerce and the
Internet bring new opportunities and challenges, particularly for these copyright industries whose products will
increasingly be traded globally using this new distribution technology.” He continued, “Unless we safeguard
the Internet from the threat of intellectual property theft, the medium will never reach its full potential to
contribute to global economic growth and cultural diversity through local creativity. To achieve this goal, continued efforts by the U.S. government to secure ratification and full implementation of the WIPO Internet Treaties by all countries is needed. Furthermore, governments must take actions to ensure that their enforcement regimes comply with their WTO TRIPS Agreement obligations and, in addition, use legitimate software in government ministries.”

Smith also noted, “Markets worldwide are being swamped by illegal CDs, CD-ROMs, DVDs, CD-Rs, and DVD-Rs that threaten to undermine many of the anti-piracy gains made in the last decade. The IIPA calls upon all governments to halt the rapid spread of optical disc piracy. Significant losses also are attributable to business software piracy by business enterprises, in governmental agencies as well as rampant, illegal commercial photocopying and illegal printing, and IIPA calls on governments to take more effective action against these commercial infringements.”

Finally, Smith expressed support for USTR’s announcing several out-of-cycle-reviews (OCRs) which will be helpful in achieving meaningful results in five targeted countries this year: Israel, Malaysia, the People’s Republic of China, Poland, and Taiwan.

**Problem countries identified for significant bilateral attention**

IIPA supports USTR’s continued monitoring of the People’s Republic of China under Section 306 of the Trade Act to ensure compliance with its bilateral commitments, particularly Vice Premier Wu Yi’s recent commitment (at last week’s JCCT meetings) to “significantly reduce piracy” in China and to take other specific actions needed to reach that result. IIPA fully supports USTR’s announcement to conduct an out-of-cycle review at the beginning of 2005 to ascertain whether piracy levels have actually decreased significantly, as promised. Under Section 306, failure to comply with these commitments can result in virtually immediate trade sanctions, as well as the commencement of a TRIPS case. It is clear that China’s criminal law regime and its inadequate criminal enforcement against copyright piracy, violates these international obligations.

USTR’s decision to maintain Ukraine as a Priority Foreign Country under Special 301 is justified. The U.S. government already removed Ukraine’s Generalized System of Preferences duty-free trade benefits, and imposed $75 million in trade retaliation in early 2002. While Ukraine has taken certain steps that have resulted in a decrease in the levels of pirate production, it has fallen short of finishing this process and has still failed to adopt and enforce an adequate law that will provide a clear and sustainable basis for controlling pirate optical media production.

IIPA supports Pakistan’s elevation to the Priority Watch List, although given the severe harm caused by the massive export of pirated optical media and other piracy phenomena, including rampant book piracy, IIPA continues to believe that Pakistan should have been designated a Priority Foreign Country. If immediate actions are not taken to shutter the plants producing these illegal products, the U.S. should promptly accept IIPA’s GSP petition and remove Pakistan’s benefits under this program.

Brazil and Russia stay on the Priority Watch List. Both countries’ eligibility to receive duty-free trade benefits under the GSP program also remain under review due to their failure to afford adequate and effective protection to U.S. copyright owners. In Brazil, the growing problem of CD-R piracy and continuing ineffective criminal enforcement plague the shrinking legitimate markets there. Less than 1% of all criminal raids result in any prosecution. There is no national anti-piracy plan, even though some progress has been made on an ad hoc basis in certain states. The Brazilian Administration has been absent in its leadership on this issue; the industries do applaud efforts taken over the last year by a special investigative committee of the Brazilian Congress to begin to address the harm caused by piracy to the Brazilian nation.
Russia has seen an explosive growth of optical disc production and distribution causing major problems in the Russian market and in many other neighboring and European markets. While the Russian government has recently taken some long awaited steps, including making progress toward amending its copyright law, barring street sales of optical disc products, and raiding several optical disc factories, more must be done in the very short term, or Russia may face removal of its GSP benefits. Urgently needed actions include raiding additional pirate plants, prosecuting serious infringers, adopting comprehensive and effective optical disc regulations, and initiating a process to address the lack of deterrent sentencing.

Taiwan also remains on the Priority Watch List. We commend the Taiwan enforcement authorities for the recent significant progress made in controlling optical media production and for aggressive raiding activity against wholesalers, retailers, night markets and CD and DVD “burning” operations, as well as commercial photocopy shops. We urge Taiwan to redeem its commitment to repair the deficiencies in the copyright law amendments adopted last year. We also urge Taiwan to continue and strengthen these efforts, by extending its enforcement to all works, including videogames (both cartridge- and console games, pirated copies of which remain widely available), completing the job it has begun, and extending these efforts to closing down and convicting Internet piracy operations (and underground mail order and courier operations) that have sought to fill the piracy “gap” caused by this improved enforcement. If these actions are taken, IIPA would support lowering Taiwan to the Watch List during the out-of-cycle review which USTR announced today.

South Korea leads the world in access to broadband connections, but lags well behind in providing a modern legal infrastructure to promote legitimate e-commerce in copyrighted materials. The most glaring deficiency is its failure to accord sound recording producers adequate exclusive rights over the digital dissemination of their products, including via the Internet, and the Internet-based piracy of music. Along with continuing problems such as unabated book piracy, such shortcomings are the main reason why South Korea remains on the Priority Watch List, despite progress on other fronts. IIPA urges South Korea to continue its efforts toward closing the loopholes that have allowed a resurgence of audio-visual piracy by entities presenting fraudulent licensing documentation in applications for content ratings, and to increase its focus on illegal commercial photocopying of books around university campuses.

IIPA supports the continued attention on Indonesia given that optical disc pirate production is increasing in Indonesia, and powerful voices in Indonesia’s pirate industry are thwarting efforts by the government there to finally adopt and implement a strong optical disc statute. Indonesia must solve this problem, by adopting a strong licensing regime for the production of optical discs, then weeding out plants engaged in piracy through strong enforcement actions, including night raids.

IIPA supports the addition of Bulgaria to the Watch List this year. For the last five years, copyright piracy remained at unacceptably high levels in Bulgaria, and the government's deregulatory zeal has weakened its optical disc regulatory system. While cooperation between some industry representatives and Bulgarian authorities has been moderately good on anti-piracy efforts, serious problems exist in obtaining effective and timely prosecutions and deterrent sentences. Legislation pending to address the gaps in the OD regulations continues to be inadequate and requires significant improvement before adoption. The entire Bulgarian enforcement system, including the judiciary, should make a concerted effort to effectively clean up the piracy-riddled markets throughout the country and the OD regulations should be strengthened to safeguard the country from the reappearance of large-scale illegal optical disc production.

Mexico remains on the Watch List this year. While there have been some recent and welcome improvements in cooperation with industry on criminal raids and prosecutions, criminal enforcement in Mexico still fails to provide effective deterrence. Street piracy remains rampant, and copyright piracy inflicted over $2.7 billion in estimated trade losses over the last four years (2000-2003). Less than 2% of all criminal
raids against copyright pirate results in convictions. There have been delays in implementing the mid-2003 copyright law amendments, and our industries remain vigilant on that process.

IIPA supports placement of the **Philippines** on the **Priority Watch List** and hopes that USTR will closely monitor the implementation of the new optical disc law to ensure that it is being implemented in such a way to bring piracy levels down in the Philippines and to curtail exports of pirated materials from the Philippines. IIPA also hopes further steps will be taken to stop book piracy (including massive commercial photocopying as well as misuse of a compulsory reprint law that the government has announced is no longer in effect) and to shore up borders from rampant importation of pirated materials into the Philippines.

IIPA supports the elevation of **Egypt** up to the **Priority Watch List** in order to address massive losses to the book publishing industry and high corporate end-user piracy levels. The Government of Egypt must continue to combat the importation and distribution of pirated entertainment software products, and ensure that these importers and distributors are not granted false licenses.

IIPA is pleased that attention will be refocused on **Kuwait**’s severe piracy problems, including optical disc and end-user piracy of business software, by placing Kuwait back on the **Priority Watch List**. The Kuwaiti Government has had over four years since passage of its copyright law to enforce the law and bring down rampant retail piracy rates, but to date, sporadic actions have had literally no effect on the availability of pirate materials. The establishment of a Customs IPR Unit in April 2004 and initial enforcement actions by that unit are a hopeful sign, but it is too early to tell whether these will have an impact in moving Kuwait from the ranks of being the worst pirate country in the Gulf region for optical disc and end-user piracy.

IIPA hopes **Lebanon**’s placement on the **Priority Watch List** will send a signal to that government that the U.S. is quite serious about Lebanon dealing with severe music, book, cable and other forms of piracy in the country. If Lebanon fails to take serious actions in 2004 to reduce piracy levels, IIPA recommends that the U.S. use the current GSP IPR investigation to withdraw Lebanon’s GSP benefits.

IIPA praises the Government of **Turkey** for its recent adoption of copyright and enforcement related legislation, but notes that work remains to be done and expresses its hopes that Turkey’s placement on this year’s Special 301 lists will address the rampant and ongoing book piracy problem, as well as various other obstacles faced by the copyright community.

IIPA supports the placement of **Malaysia** on the **Watch List** and strongly supports an **out-of-cycle review** to evaluate the piracy situation and ongoing optical disc production and export. Malaysia remains the largest pirate manufacturer and exporter of entertainment software. IIPA will also continue to monitor Malaysia’s effectiveness in fighting book piracy. These and other piracy concerns (such as the benchmarks set out in IIPA’s report) must be addressed in 2004.

IIPA supports the placement of **Saudi Arabia** on the **Watch List** in order to deal with several deficiencies in the new copyright law, most notably, the lack of clarity on protection for sound recordings and musical works, and to ensure that the government properly enforces the new law against the unauthorized use of business software, which causes major losses to U.S. software companies in the Kingdom. IIPA also notes the continued problem of book piracy in the Kingdom, especially in the Western Province. The issue of transparency needs to be adequately addressed to ensure that information relevant to intellectual property enforcement actions is made available to right holders.

IIPA highlights its concerns with legislative developments in **Israel**, namely, draft copyright legislation, which would, if passed without change, violate Israel’s international obligations and bilateral agreement with the United States. Among other concerns, including overbroad exemptions in the law, Israel must continue to live up to its bilateral commitment and previous assurances made to protect U.S. producers of sound recordings.
on the basis of national treatment and Israel’s continued Watch List designation understates the severity of these copyright issues. Israel’s current proposed legislation would blatantly discriminate against U.S. recording companies and would also fail to criminalize the unlicensed use of computer software in a business setting. A court judgment issued in late April 2004 confirmed the protection for U.S. sound recordings under the principle of national treatment. IIPA and its members will be closely monitoring the legislative situation in the upcoming out-of-cycle review.

Poland continues to fight the problem of unchecked piracy, ineffective enforcement, and the role that organized crime plays in piracy, especially in the notorious marketplace of the Dziesiecolecie Stadium in Warsaw. Although the government has developed an action plan and is working in cooperation with industry groups, the levels of piracy throughout the country remain high. Implementation of the new optical discs regulations, long supported by the industries, in the next few months will be critical to how Poland begins to monitor the overproduction problem at the 8 OD plants. IIPA and its members will be closely monitoring Poland’s activities during the upcoming out of cycle review, and should Poland fail to make progress, will encourage USTR to take the necessary action.

IIPA concerns with 301 placements and the need for active bilateral engagement

IIPA President Smith noted that “IIPA is disappointed that some of this year’s decisions failed to reflect the serious copyright-related problems in several countries. In particular, we believe the mere Watch List placement for Thailand does not adequately reflect the severity of the problems our industries confront in that territory. We also view the absence of Spain and Estonia on the 301 lists to be unjustified, as those two European countries certainly merit Special 301 attention.”

Thailand has a severe pirate optical disc production problem, with a capacity to produce upwards of 441 million discs per year, dwarfing Thailand’s legitimate domestic demand. The Thai Government has essentially failed to even recognize that a problem exists, and has failed to pass a strong optical disc law. A strong law to control the production of optical discs must be enacted, and in the meantime, other legal remedies must be employed to curtail rampant street piracy and production, warehousing, and distribution of pirated materials. Thailand must also clamp down on book piracy, end-user piracy of business software, and piracy of cartridge-based videogames and materials for such pirate products. IIPA notes that while supporting the FTA process in general, resolution of long-outstanding piracy problems cannot await the outcome of those negotiations, but must be addressed now.

The Dominican Republic continues to fall short in effective copyright enforcement. The motion picture industry reports that broadcast piracy levels in the Dominican Republic are the worst in the entire hemisphere. While the business software industry reports positive progress on criminal and administrative enforcement cases, the recording industries’ criminal cases have stalled in the courts, with 98 cases currently awaiting trial. The recently negotiated Dominican Republic-U.S. FTA requires progress on broadcast piracy and expeditious movement on criminal copyright cases. If progress on these issues is not imminent, IIPA will have no recourse but to request sanctions to be issued in the ongoing GSP IPR investigation.

Spain escaped placement on the Watch List this year, despite IIPA’s recommendation for its addition to that list. Over the past year, certain forms of piracy in Spain has become more notorious, with unauthorized downloading of videogames from the Internet fast undermining legitimate markets. Days ago, a Spanish court issued a very damaging decision in which “mod chips” used to circumvent copyrighted videogames were found to be legal. This violates Spain’s obligations under the WIPO Copyright Treaty (which the EU member states are still in the process of implementing and then ratifying) and applicable EU directives.
Unfortunately, **Estonia** also remains off all 301 lists again this year, despite IIPA recommendations for placement on the **Watch List** alongside its two Baltic neighbors. Estonia does not provide effective and deterrent enforcement and fails to provide full national treatment to U.S. recording companies for their broadcasting and public performance rights. It also has not met its long overdue TRIPS obligation to provide for a civil *ex parte* search remedy. Estonia has failed to make any progress on remedying these longstanding deficiencies in the last two years, and IIPA is disappointed that the U.S. government did not acknowledge the seriousness of these problems.

### GSP IPR Reviews

Reviews are also ongoing regarding whether countries adequately and effectively protect U.S. copyrighted works under the Generalized System of Preferences (GSP) trade program, which provides unilateral duty-free trade privileges to many developing countries. An adverse finding can result in withdrawal or limitation of these substantial trade benefits. IPR investigations of six countries recommended by IIPA in prior years remain ongoing: Russia, Brazil, the Dominican Republic, Kazakhstan, Uzbekistan, and Lebanon. IIPA’s petition against Pakistan is still awaiting action by the GSP Subcommittee on its acceptance.

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<thead>
<tr>
<th><strong>Prioritized Foreign Country</strong></th>
<th><strong>Section 306 Monitoring</strong></th>
<th><strong>Priority Watch List</strong></th>
<th><strong>Watch List</strong></th>
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<tbody>
<tr>
<td>Ukraine</td>
<td>People’s Republic of China (OCR)</td>
<td>Argentina, Bahamas, Brazil, Egypt, European Union, India, Indonesia, Kuwait, Lebanon (GSP), Pakistan (GSP pending), Philippines, Russia (GSP), South Korea, Taiwan (OCR), Turkey</td>
<td>Azerbaijan, Belarus, Mexico, Belize, Peru, Bolivia, Poland (OCR), Bulgaria, Romania, Canada, Saudi Arabia, Chile, Slovak Republic, Colombia, Tajikistan, Costa Rica, Thailand, Croatia, Turkmenistan, Dominican Republic (GSP), Uruguay, Ecuador, Uzbekistan (GSP), Guatemala, Venezuela, Hungary, Vietnam, Israel (OCR), Italy, Jamaica, Kazakhstan (GSP), Latvia, Lithuania</td>
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<tr>
<td>Paraguay</td>
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The table above reflects USTR’s May 3 decisions in the 2004 Special 301 review. Also, a chart of USTR’s May 3 decisions, including estimated trade losses and piracy levels on a country-by-country and industry-by-industry basis compiled by IIPA, is attached to this release. Regional charts with these 301 results are also posted on the IIPA website (www.iipa.com).
About the IIPA and the U.S. Copyright Industries on the U.S. Economy and Foreign Trade

The International Intellectual Property Alliance (IIPA) is a coalition of six trade associations representing U.S. copyright-based industries in bilateral and multilateral efforts to open up foreign markets closed by piracy and other market access barriers. These six members – the Association of American Publishers, AFMA, the Business Software Alliance, the Interactive Digital Software Association, the Motion Picture Association of America and the Recording Industry Association of America -- represent over 1,300 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 textbooks, tradebooks, reference and professional publications and journals (in both electronic and print media).

According to Copyright Industries in the U.S. Economy: The 2002 Report, a study prepared for IIPA by Economists, Inc., the core U.S. copyright industries accounted for 5.24% of U.S. Gross Domestic Product (GDP) or $535.1 billion in value-added in 2001. In the last 24 years (1977-2001), the core copyright industries’ share of GDP grew at an annual rate more than twice as fast as the remainder of the economy (7.0% vs. 3.0%). Also over these 24 years, employment in the core copyright industries more than doubled to 4.7 million workers (3.5% of total U.S. employment), and grew nearly three times as fast as the annual employment growth rate of the economy as a whole (5.0% vs. 1.5%). In 2001, the U.S. copyright industries achieved foreign sales and exports of $88.97 billion, a 9.4% gain from the prior year. The copyright industries’ foreign sales and exports continue to be larger than almost all other leading industry sectors, including automobiles and auto parts, aircraft, and agriculture.

IIPA will be releasing an update of this economic study in the coming months.

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<tr>
<th>PRIORITY FOREIGN COUNTRY</th>
<th>Motion Pictures Loss</th>
<th>Piracy Level</th>
<th>Records &amp; Music Loss</th>
<th>Piracy Level</th>
<th>Business Software Applications Loss</th>
<th>Entertainment Software Loss</th>
<th>Books Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ukraine</strong></td>
<td>45.0</td>
<td>90%</td>
<td>125.0</td>
<td>75%</td>
<td>43.3</td>
<td>83%</td>
<td>NA 85%</td>
</tr>
<tr>
<td><strong>People's Republic of China (OCR)</strong></td>
<td>178.0</td>
<td>95%</td>
<td>286.0</td>
<td>90%</td>
<td>1512.0</td>
<td>92%</td>
<td>568.2</td>
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**306 MONITORING**

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<tbody>
<tr>
<td>Paraguay</td>
<td>2.0</td>
<td>80%</td>
<td>154.6</td>
<td>99%</td>
<td>2.4</td>
<td>77%</td>
<td>NA</td>
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**PRIORITIZED WATCH LIST**

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<tbody>
<tr>
<td>Argentina</td>
<td>30.0</td>
<td>45%</td>
<td>30.6</td>
<td>53%</td>
<td>47.6</td>
<td>67%</td>
<td>NA</td>
</tr>
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1 BSA's 2003 piracy statistics were not available as of February 13, 2004 when IIPA filed its submission but are now available as "preliminary," were posted on the IIPA website at www.iipa.com on April 9, 2004, and appear above. BSA's 2003 statistics will be finalized in mid-2004 and also posted on the IIPA website. BSA's trade loss estimates reported here represent losses due to piracy which affect only U.S. business software publishers in each country, and differ from BSA's trade loss numbers released separately in its annual global piracy study which reflects losses to (a) all software publishers in each country (including U.S. publishers) and (b) losses to local distributors and retailers in each country.

2 ESA's reported dollar figures reflect the value of pirate product present in the marketplace as distinguished from definitive industry "losses." The methodology used by the ESA is described in Appendix B of IIPA's February 2004 report.

3 Paraguay: RIAA reports that its estimated losses to the records and music industry include both domestic piracy in Paraguay and estimated losses caused by transshipment.

4 "OCR" means that the U.S. government is reviewing this country's IPR practices under the Generalized System of Preferences trade program.

5 "GSP Petition Pending" means that IIPA has submitted a petition to the GSP subcommittee for its acceptance to initiate a review.

6 "OCR" means out-of-cycle review to be conducted by USTR.