



VILLAGE ROADSHOW

15 March 2018

To: Department of Communications and the Arts

Review of the Copyright Online Infringement Amendment

In June 2015 the Australian Parliament legislated to allow pirate websites to be blocked in Australia. This important law was passed with the bipartisan support of the Coalition and the Labor Party. It was introduced into Parliament by Malcolm Turnbull and brought Australian copyright protection law into line with many other countries. It has proved a vital weapon in our fight against piracy.

Village Roadshow, as Australia's most committed producer of feature films, has used the new law multiple times – and will continue use site blocking as a key tool in its anti-piracy measures. Site blocking is effective – recently released Australian research proves this. Piracy year-on-year overall is down 25% and traffic to blocked pirate sites down 53%. However, we have no doubt this can be down 50% and 90% respectively. Like any legal action, it costs money, but its value far exceeds its cost.

Village Roadshow strongly supported the original site blocking legislation and now we strongly support strengthening it.

With all major pirate sites blocked in Australia, the front door of the department store is shut. However, pirates, facilitated by Google and other search engines, are circumventing Australian Laws and Courts and opening a huge back door. By way of example, I attach page shots of Google searches, in most cases coming up with pirate links before a user even completes typing a search phrase.

Australia needs the power to require Google and other search engines to take reasonable steps to stop facilitating searches which lead to pirate sites. Proof this can work can be seen in Korea where the search engine equivalent of Google with a 70% market share on their own volition demote pirates to page 4 – Siberia. Why? As Koreans they have the interests of their own country at heart. Google's tens of millions searching for stolen goods are attracted to their advertising business model. No interest in Australian jobs, culture or the economy.

Pirates are not charitable and are seriously bad people (suspected links to organised crime).

They make their money on:

- a) Commissions on scams. Stealing people's credit card details – holding their computers to ransom et cetera.
- b) Rogue advertising including illegal gambling, drugs, sex aids and prostitution.

The analogy for Google is a Westfield Shopping Centre knowing they are getting big traffic to the centre from a store that is using stolen goods to lure people and then robbing them! Of course Frank Lowy would not wait for a court order and shut down real fast. As the Koreans do and so should Google!

Australia can achieve real reform by two simple amendments to the legislation:

1. Change the word “Carriage” so the provision extends to all “intermediary” service providers, to make it technologically neutral, covering search engines, social media and other types of internet intermediaries. Apart from ISP’s, many intermediaries are able to meaningfully impact traffic to infringing sites, and in fact, can and are currently used by pirates to find new locations and proxies to circumvent the ISP blocks. Importantly addresses auto complete as requires service provider to take reasonable steps to disable access to online locations.
2. Omit requirement that the Online Locations are “Outside Australia” as it is just a matter of “when” pirates open up and industry is faced with suing – three years – Men of Straw.

Of course, as our submission to the original legislation in 2015 emphasised, dealing with piracy cannot be just left to legislation.

Critical to the success of solving piracy is that legislation is accompanied by:

- a) **Legally available cheap product** – Australian digital download is now as cheap as anywhere in the world. Services like Netflix, Stan and others have opened and subscription prices are not expensive. Village accepts and understands that people want to get product at the same time as the rest of the world. Three years ago this was not the case but today 99% of films are released simultaneous with either the American or UK openings. The small exception is a film like LEGO where it is released in holidays when audiences want to see it.
- b) **Hearts and minds** – We must win over the hearts and minds. Our use of site blocking has been accompanied by a series of TV, on-line, newspaper and cinema ads reinforcing that piracy is theft and wrong. Just like people no longer smoke in restaurants and we have “tidy towns”, there is no doubt we can win hearts and minds.
 - i) The Bryan Brown commercial was to educate people to the real risks of pirating. This was factual and powerful and in Bryan’s Aussie way connected with audiences <https://vimeo.com/219052229>.
 - ii) Our new commercial appeals to the Aussie spirit of doing the right thing. It captures the exuberance and positivity of making films that employ tradies, musicians, writers and creative talent <https://vimeo.com/256002627>.Both of these campaigns have been supported widely by Channels Nine, Seven, Ten, Foxtel and every cinema screen in the country.

In two years the public perspective has changed and 74% support our position that piracy is theft, and 52% agree more regulation is needed to prevent piracy and only 20% disagree.

The Australian film industry is critical to what we are as Australians. My generation grew up with GALLIPOLI, BREAKER MORANT, MURIEL’S WEDDING and the current crew with RED DOG, HAPPY FEET, HEARTBREAK RIDGE and LION. Wondrous Australian films are often more important than people we meet in shaping our world.

With a population of only 25 million if piracy is not more strongly addressed there will be no Australian film industry with the loss of jobs, taxation and the very real and bleak prospects of being a remote Los Angeles or Beijing suburb.

With the minor modification we recommend to the law, we can improve the effectiveness of site blocking and continue to make progress on dealing with the scourge of piracy which continues to threaten the livelihood of thousands of Australians engaged in creative endeavours seeking to continue to tell great Australian stories through the medium of film.

Finally, there is great urgency.

a) Already viability of local film production is in jeopardy as illustrated by the beautiful Australian film LION that has been illegally downloaded 331,000 times and based on research likely streamed 600,000 times. This represents a direct loss of revenue to the production company and the tax office. This in turn projects to the financial community that is making the raising of investment for film production more difficult.

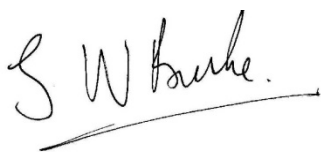
b) Easy access facilitated by Google means kids are crossing to the dark side and getting lured into bad habits and taken to criminal neighbourhoods that proliferate with prostitution, pornography, drug selling and illegal gambling.

As Steve Jobs famously said:

"From the earliest days at Apple, I realised that we thrived when we created intellectual property. If people copied or stole our software we'd be out of business. If it weren't protected there'd be no incentive for us to make new software or product designs. If protection of intellectual property begins to dissipate creative companies will disappear or never get started. But there's a simpler reason. It's wrong to steal. It hurts other people. And it hurts your own character."

Australia can win. The only losers are pirates and Google both of whom pay no tax yet cause shocking damage to our jobs, economy and way of life.

Yours sincerely

A handwritten signature in dark ink, reading 'G W Burke', with a horizontal line underneath.

Graham W Burke, AO
Co-Executive Chairman
Co-Chief Executive Officer

Pirate Bay Auto-Complete Google Search & Proxy Offerings Feb 2018

1. Google search Auto-Complete

pir|

- pirates of the caribbean
- pirates
- pirates bay
- pirates of the caribbean 5
- pirate proxy

the pir|

- the pirates bay
- the pirates of somalia
- the pirate movie
- the pirates band of misfits
- the pirate proxy
- the pirates bay proxy

Auto-complete offering of pirate bay proxy sites

Auto-complete offering of the pirate bay and proxy sites

2. First page search results of "pirate bay" in Google

pirate bay

About 19,700,000 results (0.37 seconds)

Download music, movies, games, software! The Pirate Bay - The ...
<https://thepiratebay.org/>
Download music, movies, games, software and much more. The Pirate Bay is the galaxy's most resilient BitTorrent site.
The Pirate Bay · Browse Torrents · How do I download? · Login

Pirate Bay Proxy List
<https://piratebayproxylist.net/>
Is thePirateBay blocked by your ISP? You can use this website to bypass and unblock thepiratebay with Fresh TPB Proxy and mirror List.

Download music, movies, games, software! The Pirate Bay - The ...
piratepiratepirate.com/
Download music, movies, games, software and much more. The Pirate Bay is the world's largest bittorrent tracker.

Pirate Bay Proxy List | Unblocked Pirate Bay Mirror Sites - Torrents.me
<https://torrents.me/proxy/pirate-bay/>
Pirate Bay Proxy. Can't access Pirate Bay? Pirate Bay is blocked in many countries. Try one of the torrent proxies below for full Pirate Bay access. Pirate Bay proxies are tested every hour for availability and sorted by speed and status. A list of all unblocked torrent sites: Torrent Proxy and Mirror List. Bookmark. Ctrl + D.

The Pirate Bay - Wikipedia
https://en.wikipedia.org/wiki/The_Pirate_Bay
The Pirate Bay (sometimes abbreviated to TPB) is an online index of digital content of entertainment media and software. Founded in 2003 by Swedish think tank Piratbyrån, The Pirate Bay allows visitors to search, download and contribute magnet links and torrent files, which facilitate peer-to-peer file sharing among users ...

ThePirateBay-proxylist.org: Fast proxies for downloading torrents from ...
<https://thepiratebay-proxylist.org/>
Unable to access ThePirateBay? Want to download some torrents? Use one of these piratebay proxies

Site **blocked** by Australian Govt.

Working link to proxy site list

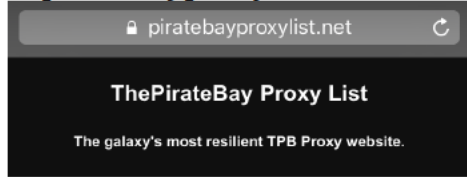
Working link to proxy site

Working link to proxy site list

blocked

Screen shots of working proxy site links

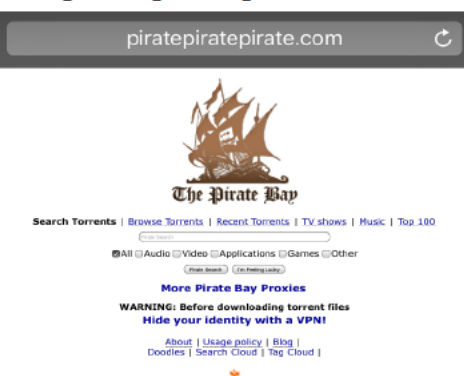
1. piratebayproxylist.net



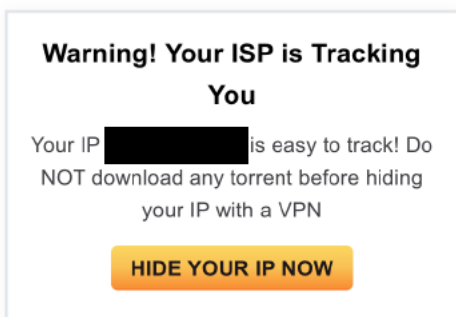
Blocked by your ISP? Unable to use ThePirateBay?
Use one of the TPB proxy below for bulletproof secure ThePirateBay access!

Choose one of our fastest pirate proxy site to unblock piratebay and bypass isp censorship
ThePirateBay proxies below are automatically

2. piratepiratepirate.com



3. torrents.me



Pirate Bay Proxy





STEALING MOVIES

SEARCH

watch mad ma|



AUTO
COMPLETE

watch mad max online free
watch mad max
watch mad max fury road online free
watch mad max 2
watch mad max online
watch mad max fury road full movie
watch mad max 1979
watch mad max 1979 online
watch mad max 3
watch mad max fury road free

RESULTS

Watch Mad Max: Fury Road Online For Free On 123Movies
www1.123movies.ag/watch/mad-max-fury-road-2015 Report inappropriate predictions
Watch Full Mad Max: Fury Road Movie Online For Free On 123Movies , Full Mad
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Offering of
illegitimate
streaming link

Mad Max: Fury Road - Netflix
<https://www.netflix.com/title/80025919>

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streaming link

Watch Mad Max: Fury Road 2015 Online Free Full Movie - WoMovie



womovie.co/watch-mad-max-fury-road4-2015-online-full-free-hd
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George Miller, watch Mad Max ...

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Watch Mad Max (1979) Online Free | Putlocker

<https://www1.putlockers.movie/8329-watch-mad-max-1979-online-free-putlocker.html>
Watch Mad Max 1979 Online for free. In a self-destructing world, a vengeful Australian policeman sets
out to stop a violent motorcycle gang.

Offering of
illegitimate
streaming link

Watch Mad Max: Fury Road (2015) Full HD Online - PutLocker



<https://www1.putlockertv.to/watch/mad-max-fury-road.6nlz>
Watch Mad Max: Fury Road Online. mad max: fury road full movie with English
subtitle. Stars: Charlize ...

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streaming link

watch mad max fury road full movie online free - Action Network

<https://actionnetwork.org/petitions/watch-mad-max-fury-road-full-movie-online-free>
watch mad max fury road full movie online free. mad max fury road. Summary: An apocalyptic story
set in the furthest reaches of our planet, in a stark desert landscape where humanity is broken, and
most everyone is crazed fighting for the necessities of life. Within this world exist two rebels on the run
who just might be able ...

Offering of
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Watch Mad Max: Fury Road Online | Watch Full HD Mad ... - Putlocker



putlockers.plus/watch/EdBoAkvj-mad-max-fury-road.html
Watch Mad Max: Fury Road Online | mad max: fury road | Mad Max: Fury Road
(2015) | Director: George ...

Offering of
illegitimate
streaming link

Mad Max: Fury Road Online Full Free Movie - A Plus

aplus.com/a/weasley/-e5050bcd-df4b-4c4c-bf06-97e9cf307999?no_monetization...
Watch Mad Max: Fury Road Online Full Movie, Watch Mad Max: Fury Road Online Full Length Movie
Mad Max: Fury Road Watch Now, Mad Max: Fury Road Online Movie, Mad Max: Fury Road Watch
HD Online, Watch Mad Max: Fury Road Online HD, Watch Mad Max: Fury Road Online HD Movie,
Mad Max: Fury Road ...