**COPYRIGHT HEROES**

Copyright Heroes is a new campaigning body which aims to raise awareness of the possible

effects of copyright infringement and piracy.

Read through the information provided.

In responding to the commission, you must incorporate your research completed during **Part A** into your final response.

**PRESS RELEASE from COPYRIGHT HEROES**

In an age when it is easy to download so much without paying for it – music, films, software, games and more – our aim is to wake people up to what this really means. As creative people, we should not assume that creative products and intellectual property like those listed above are free, because if they are, then how will anyone be able to earn a living from them in the future, and why then would anyone make new films, new music, new software or new games? If we want to live, work, play and relax in a creative world, then we need to protect the intellectual rights of creative people. Because they could be us.

What is the project?

We want you to help us create a crowd-sourced campaign which harnesses the power of young people to raise awareness of what we believe, and who we are. We want to see your media products created for our campaign, bearing our name, but above all we want you to think beyond the obvious and take people by surprise with your media creativity. Adverts are not the only way of getting our message out there.

We are commissioning a set of media products for a media campaign to meet our desired results

Results:

We want young people to:

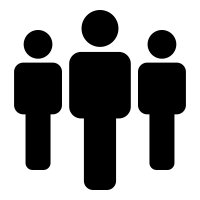
. realise the implications of copyright theft for the future of our creative minds;

. understand that copyright theft is genuine theft;

. know who ‘Copyright Heroes’ are and what we believe.

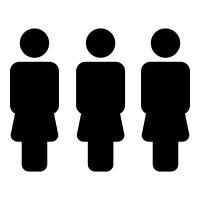
Whether it’s from a mobile phone, tablet or smart TV, online digital consumption is increasing and becoming the people’s choice for accessing film, TV, music, books, software and games, with **59% of UK internet users** **consuming content online.**

The creative industries play a large part in supporting international businesses, economies and jobs – generating [29.5 million jobs worldwide](http://www.worldcreative.org/wp-content/uploads/2015/12/EYCulturalTimes2015_Download.pdf).

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj4vvvO9pLWAhUDVxoKHWOVAnkQjRwIBw&url=https://thenounproject.com/wilsonjoseph/collection/people-icons-population-team-group-crowd-icons/&psig=AFQjCNGYrkDw2Rzszzw6ewg8PN0WXeg09g&ust=1504868608414671)

**Risks of pirate websites**

Often pirate sites will feature advertising to help give the site a look of legitimacy but most importantly to the criminals behind them generate lucrative revenue. A report published in 2014 revealed that the top pirate sites generated $227 million in advertising revenue

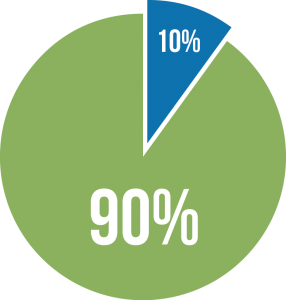
[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiGxY7V9pLWAhWD0hoKHZ3wDVwQjRwIBw&url=https://thenounproject.com/wilsonjoseph/collection/people-icon-women-female-population-group-icons/&psig=AFQjCNGYrkDw2Rzszzw6ewg8PN0WXeg09g&ust=1504868608414671).

## **[Image result for digital copyright infographic](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwih2vX085LWAhWCDxoKHbpvBFsQjRwIBw&url=https%3A%2F%2Fwww.digitalcatapultcentre.org.uk%2Fuk-copyright-facts-and-figures%2F&psig=AFQjCNHGdbPQ-UZvXmMVsS_QKCfg9Sea0Q&ust=1504867683142131)**

## [Image result for stack of cash](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwin1svW9ZLWAhVMWhoKHQ2YB9EQjRwIBw&url=https://itembrowser.com/item.php?id%3D366&psig=AFQjCNG38OqtprFrKHSWFJkYbG3C8GC45A&ust=1504868366060735)

Camcorder theft is one of the biggest problems facing the film industry. **Approximately 90% of new releases that are pirated are directly recorded with digital recording devices**

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[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwicouXA9ZLWAhXByRoKHbZODM0QjRwIBw&url=http://www.thomasseng.com/training/are-you-in-the-90/&psig=AFQjCNGnZReiQIFzbGVoBJQ-U2CH52iiEQ&ust=1504868323878877)