

AFTRA IN ACTION:

Fighting Copyright Theft a Priority

AFTRA members create the music and television programs that are among the most visible and most universally enjoyed forms of intellectual property in the world. AFTRA members' work is a global cultural and artistic force, playing a unique and critical role in our society as a source of entertainment and information.

Aside from entertaining and informing the world, the product of AFTRA members' creativity is a huge economic driver, contributing to millions of jobs and billions of dollars in revenue to the U.S. economy. The film, television and music industries are responsible for 2.4 million jobs, and more than \$40 billion in wages to our economy, according to various industry statistics. In the largest economy on the planet, the entertainment industry is one of the few in the United States where we actually have a trade surplus.

Unfortunately, our industries are under attack. As innovations in Internet technology advance more and more rapidly, it is easier than ever for your work to be stolen online. Right now, digital theft of the music and television programs that AFTRA members create is rampant. Illegal file sharing costs 140,000 jobs and \$5.5 billion annually. That's why fighting copyright theft is an important part of AFTRA's mission to protect every members' ability to earn a living as a creative professional.

As people who work in the industry, members likely understand the unique way the music and television businesses are structured. Unlike other industries, the entertainment industry's

business models tie creators, artists, craftspeople and workers to the success of the works they create.

Consider this: for recording artists represented by AFTRA, fully 90% of members' earnings are tied to the sales of physical product and lawful downloads. For middle class actors, approximately half of a working actor's earnings are dependent on "downstream revenues," whether it is residuals, payments for DVD sales or downloads, sales to supplemental markets or other "after market" earnings. So, when someone goes online to a so-called "pirate" site, they're not just stealing music or a TV show—they're stealing the wages of AFTRA members, and robbing them of a secure retirement and the opportunity to qualify for health insurance. They're robbing the rest of the country, too.

The music and television industries are structured to fuel future creativity. The initial release of a television program, for example, is just the beginning of the process for our employers to recoup an investment and make a return. What drives the business that employs AFTRA members is the "after market"—whether cable, DVD, video-on-demand (VOD), foreign sales or TV syndication.

What digital theft does is destroy the very after markets that make it possible to create new works and new employment opportunities for AFTRA members. Digital theft destroys these industries from the bottom up, and AFTRA members aren't the only ones who suffer—the public, who wants access to the vibrant entertainment our members create, also suffers.

Protecting our members' livelihoods is the fundamental mission of AFTRA, and digital copyright theft is one of the gravest threats to our members' ability to earn a living that we have ever faced. Since technology isn't static, we have to recognize that the problem is only going to get worse—unless we make the fight to protect the works of our members our greatest priority. Any solution to digital theft must be one that balances the rights of the creative talent and craftspeople who make this special intellectual property with the rights of those who use the Internet as a means to watch members work. As Congress and the FCC weigh approaches to so-called "Network Neutrality," we need to ensure that a free and open Internet doesn't mean that content is free, and that the Internet is vulnerable to widespread theft of copyrighted works.

If we are to successfully find a solution to the problem, we have to work together. AFTRA has already partnered with Screen Actors Guild, the International Alliance of Theatrical Stage Employees and the Directors Guild of America to engage elected leaders on this issue. We're partnering with studios, record labels and independent producers to show that we have a common commitment to fight digital theft. These partnerships are a critical part of an approach that reaches out not only to important decision makers in the legislative and public policy arena, but also to the general public and in our own community.

The Union needs all AFTRA members to be part of this fight, and lead by example. The first step is that every AFTRA member must commit to not illegally download material from the Internet. Next, educate friends and family about the many legal websites where television programs, films and music can be legally downloaded. In the coming months, AFTRA may call on its members to take action on these important issues—members who have an important personal stake in this fight. It's important the membership stand with the Union as it attacks the problem, and secure the future.

LEGAL CONTENT? NO PROBLEM.

There are many websites where consumers can legally view streamed content. The Motion Picture Association of America has provided a list of sites where you can download/stream movies, TV shows and music:

ABC.com Video Player	Jaroo
Amazon Video on Demand	MTV Video
Blockbuster Online	myLifetime Video
Bravo Videos	NBC Video
Cartoon Network Video	Netflix Watch Instantly
CBS Video	Nick.com Videos
CinemaNow	PBS Kids Go! Video
Comedy Central Video	PlayStation Store
Crackle	Road Runner Video Store
Criterion Online	ShowTime Previews
The CW Video	SlashControl
Discovery Channel Videos	Sling
Disney Video	Superpass
Epix	TBS Videos
Fancast	TheWB
Film Fresh	TNT DramaVision
Fox.com Video Player	TV Land Video Player
FX Networks	TV.com Video
HBO GO	USA Network Full Episodes
Hulu	VH1 Full Episodes
IMDb Video	Vudu
iTunes	Xbox Live Marketplace
Jaman	Zune Video

Source: www.mpa.org

There are now more than 11 million legal tracks online and 400 licensed music services available worldwide, compared to less than 50 licensed music services in 2003. MusicUnited.org has compiled a list websites where you may legally download music from the Internet:

7Digital	MP3.com
AmazonMP3	MySpace Music
AOL Music	Napster
Artist Direct	Pro-Music
BearShare version 6 or higher	Qtrax
Download Fundraiser	Rhapsody
Emusic	Vevo
iLike	Yahoo! Music
iMesh	You Tube
iTunes	Zune

Source: www.musicunited.org

DIGITAL THEFT TIMELINE

AFTRA and our partners in labor and the entertainment industries have been working together and actively speaking out against digital theft online. Here is a timeline of recent statements and actions since delegates to the 2009 AFTRA National Convention passed a resolution committing our Union to the fight against online digital theft.

Aug. 9, 2009
Delegates to the 62nd AFTRA National Convention in Chicago unanimously pass CVR 09, which includes supporting the public policy goal of delivering broadband Internet access to all Americans.

Oct. 23, 2009
AFTRA, DGA, IATSE and SAG issue a joint statement applauding the FCC for recognizing the Internet must be a safe and secure place for lawful content.

Mar. 2, 2010
The AFL-CIO Executive Council adopts a statement submitted by the Department for Professional Employees on behalf of the AFL-CIO affiliated entertainment unions and guilds, offering detailed analysis of the harm done to U.S. workers by piracy.

Mar. 24, 2010
AFTRA joins a wide coalition of industry groups to urge the government to bolster intellectual property protection and to protect the jobs and wages lost because of content theft.

June 22, 2010
AFTRA, DGA, IATSE and SAG recognize the White House's Joint Strategic Plan on Intellectual Property Enforcement.

Aug. 16, 2010
AFTRA, DGA, IATSE and SAG, join MPAA and studio representatives to meet with officials from ICE to discuss "Operation in Our Sites" and the Administration's anti-theft efforts.

Sept. 29, 2010
AFTRA, DGA, IATSE and SAG send a joint letter to Senators Leahy and Sessions in support of S. 3804.

Sept. 25, 2009
AFTRA, DGA, IATSE, SAG and WGAW support the nomination of Victoria Espinel to Intellectual Property Enforcement Coordinator.

Dec. 15, 2009
AFTRA, DGA, IATSE and SAG meet with Vice President Joe Biden to discuss intellectual property rights and piracy.

Mar. 31, 2010
AFTRA, DGA, IATSE and SAG applaud President Obama for recognizing the importance of protecting IP.

Aug. 12, 2010
AFTRA, DGA, IATSE, SAG and MPAA submit a joint filing to the FCC regarding Net Neutrality.

Sept. 20, 2010
AFTRA, DGA, IATSE and SAG issue a joint statement applauding the introduction of Senate Bill 3804 (S. 3804), the "Combating Online Infringement and Counterfeits Act."

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ICE Intellectual Property Rights Investigations

Immigration and Customs Enforcement (ICE)—the largest investigative arm of the Department of Homeland Security (DHS)—plays a leading role in investigating the production, smuggling and distribution of counterfeit products and combating intellectual property rights (IPR) violations.

The federal government considers digital theft a serious crime.

In June 2010, ICE announced the launch of "Operation in Our Sites," an initiative aimed at Internet counterfeiting and digital theft.

Under this new initiative, authorities can seize the domain names of sites offering films, often within hours of their theatrical release. Websites can be shuttered and assets from those businesses can be seized.

Do Your Part: Report a Crime

The National IPR Center encourages members of the general public, industry, trade associations, law enforcement and government agencies to report violations of intellectual property rights through its website at <http://www.ice.gov/iprcenter/iprreferral.htm>.



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