



For Immediate Release  
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## **SWIFT ACTIONS BY THE BRAZILIAN GOVERNMENT NEEDED TO IMPLEMENT ITS NATIONAL ANTI-PIRACY PLAN, IMPROVE COPYRIGHT ENFORCEMENT AND REDUCE PIRACY**

Washington, D.C. -- The International Intellectual Property Alliance (IIPA), comprised of six trade associations representing the U.S. copyright industries, took note of today's announcement that the U.S. government has again extended its review of Brazil's copyright enforcement practices under the Generalized System of Preferences (GSP) trade program for another 180 days (through September 30, 2005). The U.S. administration's decision was based on its evaluation of commitments made by Brazil during the extended GSP review conducted between October 1, 2004 and March 31, 2005.

On March 17, 2005, the new National Council to Combat Piracy and Intellectual Property Crimes (known as the CNCP) promulgated an action plan which included some 99 items. IIPA appreciates that this is the first time that the Brazilian government has outlined such a national plan and has involved private sector representatives in identifying such actions. It is imperative that the Brazilian government prioritize key actions – especially enforcement actions – and implement those actions during this GSP review period.

IIPA has long advocated that the Brazilian government take sustained and tangible steps to improve copyright enforcement and reduce piracy. After the GSP review was extended in December 2004, IIPA again outlined actions which the government could take in the short term, including for example: continuous self-initiated raids in the well-known pirate marketplaces; more inspections and seizures at the Brazil-Paraguay border which result in cases forwarded for prosecution; prosecutions initiated against a number of the high-profile individuals identified in the Brazilian Congressional Parliamentary Inquiry (CPI) report; recommendations issued to state and federal public prosecutors to make all efforts to expedite criminal copyright prosecutions; producing federal- and state-level educational and media campaigns about the anti-piracy fight and how piracy threatens national cultural, scientific and economic interests; and the swift operational implementation of the CNCP. While many of our recommendations have not yet been enacted in-practice in Brazil, many of them are included, in one form or another, within the new CNCP action plan.

Tangible results to reduce piracy and effective implementation of the action plan are direly needed. Despite numerous police anti-piracy raids in Brazil, both prosecutions and criminal judgments remain scarce, and those few judgments have failed to create any deterrence to rampant copyright piracy. Less than 1% of all criminal anti-piracy raids taken by the police resulted in any criminal conviction, let alone deterrent sentences. Estimated trade losses due to copyright piracy in Brazil in 2004 alone were placed at US\$931.9 million, or \$3.26 billion during the four years of this GSP review (2001-2004). Our industry sectors look forward to working with Brazilian officials to achieve mutual goals of reducing copyright piracy and generating effective criminal enforcement. To view more detailed information on IIPA, Brazil and the GSP trade program, visit the IIPA website at [www.iipa.com](http://www.iipa.com).