

23 March 2015

Communications Alliance

By email: [info@commsalliance.com.au](mailto:info@commsalliance.com.au)

To whom it may concern

## **INDUSTRY CODE C653:2015 - COPYRIGHT NOTICE SCHEME**

ASTRA welcomes the release of the draft Industry Code for a Copyright Notice Scheme by Communications Alliance as an important part of a wider effort to combat illegal distribution of copyright content online.

The subscription TV industry's ability to invest in high-quality, diverse content is underpinned by a business model that requires people to pay a subscription for the services they receive. ASTRA has consistently noted that content that is distributed outside legitimate licensing arrangements threatens the viability of the subscription television industry.

With the release of this Code, ASTRA acknowledges the collaborative approach taken by rights holders and ISPs to difficult issues which have not previously attracted consensus views. It is evident that both parties have cooperated to create a scheme which operates as efficiently as possible and which will positively contribute to the health of the creative industries.

The central feature of the proposed Code is the notice scheme and ASTRA supports the educative function that this scheme will fulfil. Under the scheme, internet users who are detected engaging in infringing activity will receive clear communication of the illegality of their actions and, importantly, will also receive information regarding the availability of legitimate online content.

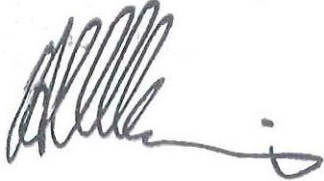
This is an important step and can be expected to raise awareness and drive behaviour change. ASTRA has consistently noted that evidence from overseas indicates that most people will change their infringing behaviour when it is brought to their attention, and are made aware of the impacts of unauthorised downloading and of the many sources of legitimate online content now available.

However, education is just one element of a successful strategy to counter copyright infringement. Where education is not adequate to discourage infringing activity, it is appropriate that rights holders' are given the best chance of enforcing their copyright through the release of identifying information by ISPs. This will enable rights holders to take direct court action, which stands to deliver a strong deterrent to the wider community regarding repeated copyright infringement.

Together with the Government's planned legislation to facilitate the blocking of illegal file sharing websites, the draft Code represents welcome progress on significant and difficult issues.

Please feel free to contact me if you wish to discuss further anything in the above.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Andrew Maiden', with a stylized flourish at the end.

Andrew Maiden  
CEO