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Press release Kinopolis Group – Belgian Anti-Piracy Federation  
Brussels, 26 May 2008

## Kinopolis and BAF launch the “Kinopolis Anti-Piracy Plan”

2.5 times as many downloads of film files in 2007 as in 2006

At a press conference today Kinopolis Group and the Belgian Anti-Piracy Federation (BAF) presented an updated anti-piracy programme to the press. The action plan against illegal recording in cinemas (camcording) is known as the “Kinopolis Anti-Piracy Plan”. With this plan, Kinopolis hopes to fulfil its social role in the film industry and create a model for the active fight against camcording, the main source of illegal film downloads on the Internet. Worldwide survey revealed that over 17 million people are simultaneously using the six largest peer-to-peer networks at any one time. The plan is being launched in Belgium, but will be extended to the other Kinopolis countries.

Basically, the plan consists of four aspects:

1. The first aspect concerns the internal appointment of an “**anti-piracy officer**”, a responsibility assumed by the R&D director of Kinopolis Group. The anti-piracy officer will pursue an **active Kinopolis policy** against film piracy, working constantly together with anti-piracy organisations such as the Belgian BAF. He will use the most appropriate means of communication to increase awareness among Kinopolis film-goers and train members of staff.

2. The plan also involves a **campaign** shown in all Belgian digital cinemas and on the Kinopolis website <http://www.kinopolis.com/antipiracy>. The campaign starts this coming Wednesday and draws the attention of film enthusiasts in a highly confrontational manner to the fact that the illegal recording of film images and/or sounds in the cinema using camcorders or mobile telephones is punishable by law.

The trailer addresses the cinema audience, urging them to report any form of film piracy in the auditorium to Kinopolis staff. This can be done simply by sending a short text message to 3005, consisting of ‘pirate + [town] + [screen number]’.

If an actual infringement is detected thanks to the text message, the cinema-goer will receive a gift pack containing five DVDs from BAF.

3. And then there is an intensive **training programme** has just been introduced for Kinopolis staff on how to detect any illegal film recording in cinemas and report this appropriately. Kinopolis auditorium staff followed a series of training sessions last weekend.

BAF will offer a reward of EUR 500 for staff reports that lead to the detection of an actual infringement.

4. All **police services**, with whom BAF has been working for a number of years now, will shortly be receiving an information folder on camcording. BAF will provide **additional staff** for major premières to keep watch in the auditoriums. This was done for the first time on 20 May for the première of the new Indiana Jones film.

### Film piracy: new facts and figures

BAF started analysing the security measures in Belgian distribution channels (transport firms, distribution centres, laboratories, cinemas, etc.) in early 2007. By using digital techniques, the risk of piracy in the logistics chains in cinemas has fallen considerably over the past few years. However, illegal up- and downloading of films on the Internet continues to rise sharply.



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A worldwide survey conducted on behalf of the Motion Pictures Association revealed that in 2007 over 2.5 billions film files were downloaded.

That is 2.5 times as many as in 2006, a rise that can be explained partly by the high level of broadband penetration in developed countries, which is continuing to rise. Over 17 million people are simultaneously using the six largest peer-to-peer networks at any one time.

In nine out of ten cases camcording (recording a film in the cinema illegally) lies at the source of the illegal versions circulating on the Internet. Camcords are circulated via the Internet just a few hours after recording by so-called "release groups" and the tapes are often sold to organised crime networks that use them to produce illegal DVDs on a large scale just a few days after their recording.

Camcording is a real problem in Belgium, too. The first few days after a film première are the most risky, particularly with international releases. Recently someone at Utopolis in Mechelen attempted to record the concert film "U2 3D" using a camcorder. At the start of this year a 17-year-old boy was caught trying to make a camcorder recording of the latest Asterix film and last year pirates in Belgian cinemas tried to record The Simpsons and the latest Harry Potter film illegally.

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#### About BAF

The Belgian Anti-Piracy Federation (BAF), established in 1985, is the non-profit organisation that fights against the piracy of films and PlayStation games in Belgium. BAF members include Buena Vista Home Entertainment N.V. , Motion Picture Association , Paramount Home Entertainment International B.V. , Sony Computer Entertainment Benelux B.V. , Sony Pictures Home Entertainment B.V. , Twentieth Century Fox Home Entertainment B.V. , Universal Pictures Benelux N.V. , Warner Home Video Benelux B.V., VIDEODIS and ABDF , as well as the Belgian Video Federation V.Z.W, which includes Belga Films, Twin Pics and R.T.B.F., among others.

#### About Kinepolis:

Since it was established in 1997 and subsequently floated on the stock market in 1998, Kinepolis Group has developed to become market leader in Belgium and a dominant player on the European market. Kinepolis Group has 23 cinema complexes in Belgium, France, Spain, Poland and Switzerland and employs upwards of 1,600 people. In 2007 the group welcomed 22 million cinema visitors.