

# Movie Theft



NATIONAL ASSOCIATION  
OF THEATRE OWNERS

# Talking Points

- In 2011, NATO joined a broad coalition of organizations representing the creative community in support of S. 968, the Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act ("PROTECT IP Act"). The measure aims to **deter**, prevent and root out **rogue websites** that profit from trafficking in stolen content.
- Movie theater operators are acutely aware of the increasingly harmful effects that IP theft has on our nation's economy. Few issues are as **bipartisan** as fighting online theft, and NATO applauds our leaders on Capitol Hill for reaching across the aisle to craft balanced IP enforcement legislation that targets the rogue websites threatening the livelihoods of 160,000 movie theater employees and undermining the nation's economic growth."
- In 2005, foreign and domestic producers, distributors, theaters, video stores and pay-per-view providers lost \$18.2 billion to movie theft. Movie theft cost theaters **\$670 million in the US, and over \$6 billion worldwide**. Camcording is responsible for supplying 90 percent of newly released content to bootleggers.
- Working with the MPAA, NATO lobbied for a **federal law** specifically criminalizing camcorder theft in movie theaters, which President Bush signed into law on April 27, 2005 (See 18 U.S.C. § 2319B). NATO and its regional units have also lobbied for **state laws** criminalizing camcorder theft in movie theaters and protecting movie theater employees who take action to stop such theft. Such laws now exist in 41 states, Puerto Rico and the District of Columbia. Furthermore, NATO supported the Canadian effort to create a similar statute, and in June 2007, Canada passed anti-camcording legislation which has resulted in the arrest of two camcorder suspects.
- NATO supports efforts by the United States Trade Representative, in its **bilateral and multilateral trade negotiations**, to include provisions requiring stronger intellectual property protection laws and enforcement. Currently, NATO is working with the MPAA and our international colleagues in support of passing anti-camcording legislation, as well as increasing enforcement of existing statutes.
- NATO and the MPAA have produced **training materials** for theater employees to learn how to identify and impede movie thieves who attempt to camcord in theaters. NATO has distributed tens of thousands of the MPAA's anti-camcording posters, as well as "Tools for Theatre Employees" and "Best Practices" brochures.
- Since its inception in 2004, over \$100,000 has been awarded to 250 theater employees through the joint **NATO-MPAA "Take Action!" rewards program**. This program awards theater employees who successfully stop an in-theater camcording with up to \$500. Information about Take Action! can be found at [www.natoonline.org](http://www.natoonline.org) or [www.fightfilmtheft.org](http://www.fightfilmtheft.org).
- NATO uses **numerous venues and forums** to further the important work of educating theater operators and the public about movie theft. NATO publishes anti-theft information in *BoxOffice* magazine and in The President's Report. We discuss initiatives at our Board and Committee meetings and organize educational programming at the industry's leading conventions. NATO's executives offer public addresses on the topic of movie theft around the country and overseas. We coordinate on anti-theft initiatives with a broad group and entertainment retailers in the Coalition of Entertainment Retail Trade Associations (CERTA), which includes retailers of DVDs, CDs, video games and online entertainment products.
- NATO's **Movie Theft Task Force** is comprised of security experts from studio and exhibition companies. The Task Force meets periodically to discuss best practices and innovations to improve our collective fight against movie theft. Increased coordination between theaters, operators, studios and law enforcement is one of our highest priorities.