



# Theater Employee Movie Theft Fact Sheet

## The Facts on Camcording

- ◆ Camcording in a movie theater is stealing someone else's property and hard work.
- ◆ When someone enters a theater with any type of recording device — camcorder, picture phone, voice recorder, etc. — and intentionally records or photographs any portion of the video or audio track of a movie, that person is engaging in illegal movie theft.
- ◆ Like stealing a DVD from the store, stealing a movie off the screen is illegal.
- ◆ Films camcorderd when they are only available to the public in movie theaters (theatrical release) are often uploaded to the Internet in a matter of days or even hours after their first public screening.
- ◆ "Sneak Preview" screenings and first night openings are popular targets for camcording thieves.
- ◆ Many movie thieves sell the master recordings to labs where they are duplicated as pirated optical discs, packaged, and prepared for sale in street markets around the world and on online auctions and websites shortly after their original theatrical release.

## How Movie Theft Affects the Movie Industry

- ◆ Camcording is responsible for supplying 90 percent of newly released content to bootleggers.
- ◆ Camcorderd material from theaters feeds both the illegal hard-goods market of DVDs sold on the street and illegal downloads on P2P services.
- ◆ Movie theft costs the film industry \$18.2 billion worldwide, according to 2005 figures. About \$7.1 billion in losses were attributable to online theft vs. the approximate \$11.1 billion in hard goods.
- ◆ Movie theft takes around \$670 million a year from U.S. cinema ticket sales; globally, the figure is about \$6 billion.
- ◆ The average major motion picture cost \$106.6 million to make and market domestically in 2007. Making a movie is a very risky venture, and fewer movies will be made if movie theft robs those who invest in making movies.
- ◆ For consumers to continue to experience a large variety of high-quality movies, movie theft must be controlled. The entertainment industry recognizes the potential of technology to deliver content in new and exciting ways. However, movie theft can thwart technological innovation. If fewer movies are made because of movie theft, we will all be adversely affected.



## How Camcording and Movie Theft Affect YOU, the Theater Employee

- ◆ Movie theft affects more than just the movie studios and the film actors. The industry's financial losses translate into lost jobs throughout the multibillion-dollar movie industry...including you, the theater employee.
- ◆ The movie industry is an economic engine that creates and provides jobs and contributes to the economies of countries that produce movies. Movie theft hurts economies everywhere movies are sold, exhibited or broadcast. Some countries have already experienced the complete shutdown of their own movie industry due to movie theft. Camcorder theft can drive out legitimate jobs of theater owners, video stores, AND their employees.
- ◆ Profits from this illicit activity often go to organized criminal networks and gangs.

## Movie Theft Resources Available to You

- ◆ **www.FightFilmTheft.org**
  - Provides you with facts and information on camcording.
  - You will find information about the Take Action! Rewards Program, which awards up to \$500 to theater employees who successfully stop an in-theater camcording. You can download an application form for Take Action! at <http://www.FightFilmTheft.org/en/reward.asp>
  - You can obtain a list of your state and federal camcording statutes.
  - A downloadable version of the Best Practices Guide to Prevent Film Theft can be found here as well.
- ◆ The NATO Website: <http://www.natoonline.org/piracy.htm>
  - Take Action! Employee Reward Application.
  - US Anti-Piracy Office's (USAPO) regional contacts.
  - A listing of the state and federal camcording laws.
- ◆ If you have any questions or need assistance during a camcording incident, call **the Motion Picture Association of America's 24/7 Anti-Camcording Hotline** (800-371-9884). The MPAA has investigators on staff who can assist you. Regardless whether you use the hotline during the incident, however, you should contact the MPAA within 24 hours after a police report is filed so that they can take appropriate steps to assist local law enforcement and pursue the suspect.
- ◆ For further information about the Take Action! reward program, **contact NATO at 818-506-1778.**