



THE FILM DISTRIBUTION AND EXHIBITION CODE OF CONDUCT ANTI PIRACY GUIDE FOR CINEMAS

The Film Exhibition and Distribution Code (known as the Code) is a voluntary industry code of practice that provides a framework for fair and equitable dealings between distributors and exhibitors in Australia and helps to prevent disputes by clarifying the obligations of all parties.

One of the key objectives of the code is to record the commitment and joint responsibility of distributors and exhibitors to combat film piracy and their obligation to put in place commercially reasonable measures to prevent unauthorised recordings of films.

For exhibitors, this is through the installation of appropriate equipment to detect digital recording devices and appropriate surveillance. For distributors, it is the investigation and prosecution of copyright offences, the provision of secure content through encrypted files, decryption keys and watermarked Film Copies.

There is a mutual obligation for both sectors to have staff training programs to increase awareness. Cinemas in particular should regularly review and update policies on piracy prevention, ensuring all staff are trained to handle such situations effectively.

Distributors send all files as encryptions that can only be screened with the appropriate KDM.

Despite most pirated films and TV shows being watched online, cinemas continue to have an important role to play when it comes to eliminating piracy. It's important to act quickly to prevent pirated content from being shared.

This could be by:

1. Educating staff to identify and deal with patrons making illegal recordings of a film.
2. Reminding customers that recording is prohibited in the cinema.
3. Preventative Measures: Anti-piracy measures like signal-jamming devices, audience surveillance (cameras or undercover staff), or anti-recording technology can deter or prevent piracy during screenings.

Encountering a person attempting to pirate a film in a cinema is a serious matter, and there are steps that can take to address the situation:



1. **Staff presence as a deterrent:** Have staff enter auditoriums during the film screening, where they can be seen by the audience without disrupting the screening.
2. **Notify Security or Staff:** If the cinema has security personnel, alert them immediately. They should monitor the person and, if safe to do so, intervene to prevent any further recording of the film.
3. **Approach the Person Calmly:** If it's possible to approach the person without escalating the situation, calmly ask them to stop recording. Let them know that recording films in a cinema is illegal and can lead to significant legal consequences.
4. **Document the Incident:** If possible, discreetly document the event, including taking note of any relevant details, such as the location, time, film, the person's description and the type of camcorder.
5. **Report Piracy:** Film piracy is a criminal offense in Australia, and, while it is rare, the **Australian Federal Police (AFP)** or **local law enforcement** can investigate and take action against individuals involved in illegal recording and distribution. Police should be contacted and the incident reported at anzsa.film/contact-us
6. **Inform the Film Distributor:** If an exhibitor is aware of a film having been recorded in any way in their cinema, they should contact the distributor of the film as soon as possible and provide them with the details. When a film has been uploaded online, distributors can generally identify the cinema, screen and session where that film was recorded. When requested, exhibitors should provide the distributor with footage of patrons entering that session and transaction details for any suspicious persons that might lead to their identification. This information will be passed on to the appropriate police department.