

## Media Release

3 November 2011

### GLOBAL TELCO GETS IT RIGHT ON COPYRIGHT: IINET

Global telecommunications company, Ericsson, says the root cause of online copyright infringement is the inadequate availability of lawful, timely, affordable, competitively priced and wide-ranging choice of digital content offerings.

Describing this problem as “fundamentally a market supply failure”, Ericsson has called for more online content and a balanced approach to copyright enforcement in a research paper they released today.

Australia’s second largest DSL broadband provider, iiNet, welcomed Ericsson’s entry into the debate saying Ericsson’s views and proposals mirrored much of what iiNet had been proposing for many years.

“Clearly, Ericsson has been dealing with the issue of copyright theft and enforcement at a global level, so they bring to the debate a strong sense of perspective, experience and understanding,” iiNet Chief Regulatory Officer Steve Dalby said.

“We’ve always said we do not condone online piracy, and that a balanced approach to its enforcement was required as well as making content more readily and affordably available online.

The Ericsson paper, *Copyright enforcement in the networked society*, says: “timely availability of lawful, competitive and wide ranging choices of affordable content offerings is the simplest and most effective means of reducing copyright infringement.”

Mr Dalby said the Hollywood studios confirmed that position in the Australian Federal Court, where they gave evidence that the promotion of legitimate media would reduce the consumption of infringing material.

The paper also says “it is appropriate for the rights holder to cover the costs of the action and also bear any associated risks.”

Ericsson says the copyright holders should take responsibility for the consequences of the action including indemnifying the ISP against any costs or losses it might suffer.

Most critically, the paper argues that any sanctions should remain the prerogative of the courts. Only due legal processes can ensure that allegations are properly evaluated, defences adequately considered, and proportional punishments imposed.



QUALITY ISO 9001  
FS 550231



**WINNER**  
Partnerships for Growth  
(iiNet & fetchtv) and  
Communications  
Ambassador,  
ACOMMS Communications  
Alliance & CommsDay  
Awards 2011



National Large Business - iiNet  
WA Large Business - iiNet  
WA Service Excellence in a  
Contact Centre – Westnet  
Customer Service Institute of  
Australia (CSIA)



**WINNER**  
Carrier of the Year Award,  
Highly commended - iiNet's  
'work from home' program,  
Australian Telecommunications  
Users Group (ATUG)

A full list of current awards  
can be seen at [iiNet Awards](http://iiNetAwards.com)



Mr Dalby said having rights holders contribute to the cost of protecting their own copyright was commonsense and ensuring there was due legal processes was fundamental.

He said iiNet had received a strong and positive response to their [paper](#) released earlier this year calling for more legal content online and proposing a balanced enforcement regime.

Mr Dalby welcomed Ericsson's contribution to the debate and said iNet was continuing to work with the industry to develop a clear and evidence-based approach similar to that recommended by Ericsson.

**- ENDS -**

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**About iiNet**

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.