

Media Release

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AUSTRALIAN TELECOMMUNICATIONS INDUSTRY UNITES ON COPYRIGHT PROTECTION PLAN



The Australian telecommunications industry has proposed a united plan to protect online copyright and educate consumers about appropriate use online content.

Communications Alliance, Australia's primary telecommunications industry body, today released a detailed industry-led scheme to address online copyright infringement.

Australia's second largest DSL broadband provider, iiNet, welcomed the release of the proposal saying it outlined a commonsense, effective and appropriate scheme to protect copyright, educate consumers and change infringing behaviour.

iiNet Chief Executive Officer Michael Malone said increasing lawful online content in a more timely, affordable and competitively priced along with protecting content owners copyright remains an important issue for the entire industry.

"I have consistently said that a whole-of-industry plan based on a clear and evidence-based approach was the best way forward," Mr Malone said.

"This paper and proposal provides that."

"The plan to conduct an 18 month trial involving warnings to alleged infringing customers and the ability for rights holders to take court action along with a detailed independent evaluation strikes the right balance."

He said many elements of the proposal were consistent with the position iiNet had been advocating for many years and to their [paper](#) released earlier this year calling for more legal content online and proposing a balanced enforcement regime.

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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](#)

**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.