

HBO® | LATIN
AMERICA

Content Rights in Latin America and the Caribbean

Addressing Piracy

By

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Caribbean Pay TV Landscape

- ✓ The HBO Latin America Group has been operating in the Caribbean since 1997.
- ✓ Today HBO has a good distribution of our premium and basic network's channel in over 28 island and over 37 operators.
- ✓ Many past anti piracy actions resulted in the overall benefit for the Caribbean territories, operators, programmers and the consumer. [Bahamas, Jamaica, Cayman, Dominica & Antigua].
- ✓ Caribbean operators technically advanced and well-structured platforms has allowed for the roll out of our digital valued added services including DD, VODe, HBO GO, and live streaming of most of our channel for our current linear subscribers and content for DTT.

Types of Piracy



- ✓ Internet Piracy

 - ↳ Streaming from Site

 - ↳ The use of Internet Streaming Devices

- ✓ Retransmission of US networks that includes content acquired by our basic networks

 - ↳ CBS, NBC, ABC etc.

- ✓ Retransmission Piracy [900K subscribers in Caribbean and Central America]

- ✓ Grey Market Piracy

- ✓ Under Reporting [1.7 M subscribers in Caribbean and Central America]

Consequences



- ✓ Piracy often goes hand in hand with organized crime
 - Drug trafficking.
 - Weapon trafficking.
 - Money Laundry.
- ✓ Affects the Industry
 - Intellectual Property Theft has accounted for losses of USD 6.5 Billion in the Pay TV Market in Latin America.
 - Pay TV Providers lost revenue: Intellectual Property Theft, excluding online piracy, accounts for an annual loss of revenue for of USD 167 million in Central America and the Caribbean.
- ✓ Affects the Consumer
 - Consumers pay for a service that might not last.
 - Quality is usually poor.
 - Pirated site and/or illegal IPTV services often contain viruses, malware or other malicious software.
- ✓ Affects the economy and society
 - Jobs lost to Piracy in the Caribbean and Central America 5,102 (excluding online piracy)
 - Government taxes evaded by Pirate Providers in the Caribbean account for USD 5 Million (excluding online piracy and Central America)

How to Achieve Success

- ✓ Governmental institutions to creatively use current legal tools to fight piracy.
- ✓ Governments to evaluate current legal procedures or create new ones to enable regulatory authorities to enhance their power to fight piracy.
 - Grant regulators the authority to investigate & levy fines.
 - Injunctive powers to lessen the time anti-piracy processes take.
 - Better collaboration between the regulatory authorities and the licensing authorities.

- ✓ Visibility of Governmental Institutions in their anti-piracy efforts.



Measuring Success

- ✓ Quantitative by measuring the actual reduction of piracy.
- ✓ Progress in the legal framework.
 - Grant of new Powers to the responsible governmental authorities.
 - Suggestion and submission of new and/or improved laws.
 - Application of these new authorities and laws.

Moving Forward in the Caribbean and Central America:

- ✓ Countries to be held to task as piracy is similar to cancer. If not aggressively treated, it continues to grow and cause death to the industry. It affects:
 - Jobs
 - Businesses forced to close due to competition from Piracy
 - Spiraling cable TV price increases

- ✓ Goals to be set for each country and success evaluated by independent group.
- ✓ Develop joint solutions to address most urgent threat – **Internet Piracy**.
 - Stop the importation of ISD's.
 - Enable ISPO providers to block pirate sites.





THANK YOU