

## Illegal Parallel Imported Films

AICO Distributor Members hold exclusive distribution rights in Australia to films owned by numerous AICO Producer Members. Those exclusive rights will either cover an entire studio catalogue or selected studio titles.

Parallel importing occurs when someone who is not the authorised exclusive importer of films brings those films into Australia for commercial purposes.

The sale of parallel imported films in defiance of the exclusive rights of an Australian distributor infringes copyright. It is really no different to selling counterfeit DVD's. It is no defence that you were not the importer or that you sell only swaps exchanged by customers.

AICO member film piracy cases have included the illegal parallel importing of DVDs and resulted in substantial monetary damages awarded to AICO members.

### Check With the Studio or An AICO Distributor Member

If you are uncertain about the authenticity of the DVDs offered to you check with a reputable DVD distributor, particularly an AICO distributor member, or check with the film studio.

### If an AICO member DVD does not have an AICO hologram sticker, check that your supplier is selling authentic films.

By purchasing DVDs that display the AICO hologram you are assured of an authentic product and also assist in fighting piracy in the Australian adult film industry.

**WARNING:** Selling pirate factory-pressed DVDs, burned DVD-R bluebacks or parallel imports is illegal. It may save a couple of dollars now but it could cost you hundreds of thousands of dollars in court.

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**For more information about AICO  
visit [www.aico.org.au](http://www.aico.org.au) or call 02 9328 5527.**



ADULT INDUSTRY COPYRIGHT ORGANISATION LIMITED

## Protecting adult film copyright

# How to spot a pirate DVD



The unique AICO hologram sticker guarantees that the adult DVD you purchase or sell is authentic.

The hologram only appears on authentic AICO member films.

[www.aico.org.au](http://www.aico.org.au) email [info@aico.org.au](mailto:info@aico.org.au) Tel 02 9328 5527

## Factory Pressed Pirate DVDs



These professionally manufactured DVDs will often look much like their authentic counterparts with silver backed discs and digital printing.

Artwork may be of a high standard but there will be differences to their authentic counterparts in colour shades printed on the disc and film cover.

Look particularly to see if the area around the barcode has a grey hue or is off white. On an authentic DVD this area should be pure white. This type of discolouration almost certainly indicates a DVD is an illegal copy.

## Chinese Dragons Motif on Pirate DVDs



AICO has discovered a range of factory pressed pirate adult DVDs bearing a distinct motif of two Chinese dragons. This motif was found on the front cover and the disc art of these DVDs.

DVD's that bear this logo are almost certainly pirate copies and should not be offered for sale.

**PRICE - if the price of a DVD seems too good to be true, it probably is**

**10 DVDs for  
\$99.95**

**Cheap DVDs  
DVDs at Bulk  
Rates**

Pirate DVDs are offered for sale to retailers and wholesalers at prices well below what you'd usually pay for an authentic DVD. Unfortunately consumers often still pay full price for pirate DVDs.

When purchasing AICO studio member DVDs remember:

- If the wholesale price is under \$10 for a new release DVD then it is probably NOT a legitimate copy.

## Pirate burnt DVD-Rs (Bluebacks)

Pirate DVDs could have some of the following telltale signs that indicate the DVD you are buying might be a pirate copy. These include:

### Colour of Disc

-The flip (active) side of the disc is a purple or blue colour and easy to identify. The film has been copied (burnt) onto a DVD-R disc.

**The adult Film industry does not manufacture or release DVDs in the DVD-R format. If you are selling or buying a DVD-R film it is a pirate copy.**

### Artwork

- Poor quality artwork on the film cover and/or the disc
- Reddish, dark or washed out colours hues
- Pixilation of images, blurry images
- Blurry barcodes
- A grey tinge to the area around the barcode. This should be pure white on an authentic DVD
  - Text that is hard to read, particularly the fine print
  - Poor quality paper stock might be used for the cover inlay.

### Poor Replay

- Image and soundtrack dropouts
- DVD menu options might not work

Piracy is a crime that affects everyone.  
Support a legal and professional adult industry –  
don't buy pirated or illegally imported DVDs