

Piracy is Theft

You pay for your DVD rentals. You pay to see your team play. So why shouldn't you pay for the movies and sports you watch on your TV?

TV piracy is a crime. If you know someone who is committing TV piracy, you have a duty to report the offender. Don't become an accessory to theft.

In fact, anyone importing, selling or even just using an unauthorised decoder or set-top box to get extra channels, could face:

- **Criminal or civil prosecution**
- **A criminal record**

If you think somebody you know may be involved in TV piracy, it's easy to let us know confidentially and anonymously by email **fraudteam@upc.ie** or call freephone **1800 941 999**.

Don't pay for someone else's crime. If you know someone who is committing this illegal activity, report them now.

Misuse of equipment and unauthorised use of television service

- In accordance with UPC's Terms and Conditions, it is illegal to copy, distribute copies, show in public or rebroadcast any part of the television programmes or channels provided to you as part of the television service without the consent of the copyright owners. Access to our services via any device other than what has been installed contractually by the company is illegal. For instance, the use of equipment such as Starview, The Box, Eurovox, Digivox, or similar decryption device is a criminal offence and is in breach of civil law exposing violators to substantial penalties and /or jail time.
- UPC takes the threat of piracy very seriously. We actively co-operate with industry partners to combat this illegal activity. We have an anti-piracy team that constantly monitors activity across our network in addition to monitoring the sale and use of these devices on online and offline markets. Furthermore, from a technical point of view we constantly deploy electronic counter-measures to impede the use of these illegal boxes and are working with our encryption provider to render these boxes permanently inoperable.
- The sale, purchase and possession of illicit devices that have no legitimate use other than to by-pass UPC's protected signal is unequivocally illegal. Where the company is aware of theft of the broadcast signal we will not hesitate to follow all legal avenues to protect our business interests and those of the content providers whose material we make available. UPC reserves the right to prosecute offenders to the fullest extent of the law.

What is unauthorised use of Television Service?

- It simply means theft of TV services not normally available for free but only on the basis of paying for access to those services. TV piracy results in revenue losses across the entire TV value chain from artists to producers of content and TV channels to platform providers (e.g. UPC).

I don't understand how this can be considered to be theft?

- TV content is not free. Artists, performers, writers and producers of TV content make their living off their creativity and charge TV channels for the right to show their content. TV channels in turn charge UPC fees in order to be able to include these channels in their TV packages. These fees are generally referred to as copyright fees.
- The cost of your monthly subscription fee partially pays for these copyright fees. It also covers day-to-day costs in maintaining and upgrading the network over which this content can be made available. The costs are therefore no different to the operational costs of any commercial entity running a business. This means that unless UPC pays for the right to distribute this TV content, you, the ultimate customer, would not be able to view such content.
- TV piracy results in lower margins to offset these day-to-day costs which may ultimately mean that the cost of the product has to be increased so as to offset outgoing expenses. As such, accessing content by illicit means is therefore denying both content and platform providers a return on their economic goods and can therefore be constituted as stealing.

Why does TV piracy affect all end users?

- TV piracy can also affect a platform providers' quality of service. Cable is a two-way broadcast network therefore equipment that is inferior or does not form part of our end-to-end product can generate "feedback" back into the network. Given cable is a shared network, "feedback" from alien equipment residing on our network can affect the quality of service for legitimate users.
- Finally, widespread piracy of copyright content jeopardises the jobs of those employees not only within the platform provider community but also those within the Arts since they are denied their justifiable returns on investment.

How do I know if I am in possession of an illicit device?

- All UPC equipment is clearly branded (UPC, chorus, ntl). If you are in possession of equipment or sourced it from anyone other than UPC you are breaking the law. The following boxes facilitate illegal access to our service: Starview, The Box, Eurovox, Digivox & Kryptview.
- Anyone using such a device to access UPC's services is advised to cease use immediately. UPC considers to have adequately informed users of the illegality of this equipment via references on the back of customer's bill and information available on the upc.ie website. Customers are also advised that mis-use of equipment to access encrypted services also runs contrary to Terms and Conditions in a customer's contracts.

What can I do if I am in possession of an illicit device?

- Anyone currently in receipt of UPC services that they are not paying for should contact UPC and sign up to the correct package. Should you be in possession of an illicit device that you were unaware was designed to deliberately circumvent a protected signal, you should, without fear of being penalised, feel free to contact UPC at either of the contacts points provided overleaf.

Where does it decree TV Piracy is illegal?

TV piracy is a criminal offence and in breach of civil law. It is prosecutable under the following Acts

- Broadcasting Act 1990 - Section 9 and 10
- Copyright and Related Acts 2000 - Section 372
- EC (Conditional Access) Regulations, 2000 (SI 357 of 2000) Section 3

For further information of the provisions of these Acts, please refer to the Television section on our UPC website at www.upc.ie/service