

IEAA Unveils Consumer Tips to Protect Against Game Piracy this Christmas

Sydney, Australia – 23 November, 2006 – According to the Interactive Entertainment Association of Australia (IEAA), computer and video game piracy is set to dramatically increase next Christmas month. To help identify and avoid illegal pirated games, the IEAA has launched its top tips for consumers, as well as a hotline to report any suspected game piracy.

Every pirated game damages the development of Australia's world-class computer and video games industry and impacts hundreds of jobs each year**. This means less investment in game development and console technology for consumers.

Game piracy affects not only the big players, local Australian game retailers and suppliers are the most affected and lose tens of millions each year**.

The IEAA has identified a huge potential for piracy, finding that 41 per cent of Australians surveyed would buy a pirated game at a discount of 75 per cent, and almost half said they would accept a game if it were free**.

“Game piracy robs the industry of millions of dollars,” said Chris Hanlon, CEO, IEAA. “Buying illegal games means you don't know who you're dealing with, where your money will go or what material you will end up with,” said Hanlon.

The IEAA will provide consumers key information on its Website and in various publications in the lead up to Christmas. This includes:

- Top 10 Tips to Avoid Buying Pirated Games (see below)
- Advertising in key trade publications to help consumers identify pirated games
- IEAA Anti-Piracy 1800 number and Website to report any suspicious piracy activity (also below)

“Many consumers are keen to do the right thing, and purchase licensed, legal products. IEAA wants to help consumers understand the pitfalls of game piracy and ensure they are able to buy genuine games,” said Hanlon.

Top 10 Tips to Avoid Buying Pirated Games

1. Trust your instincts: Compare the price against the recommended retail price. If the price is very low, be suspicious.
2. Buy from established outlets: Game prices are highly competitive. Some markets, Internet and newspapers advertise pirated games.
3. Check the trademark symbol or hologram: When buying second hand games, check the box, disc and manual for clearly printed trademark symbols or certificates of authenticity.
4. Coloured discs and DVDR: Games publishers do not produce games on DVDR or coloured discs. These are likely to be pirated games.
5. Spelling and grammar: Check packaging for misspellings and grammatical inaccuracies - pirated games often contain such errors.
6. Box covers: Ensure the game comes in a full cover retail box. Hand written labels, faded discs, plastic disc covers and photocopied inserts are likely to be pirated games.
7. Multiple games on one disc: Several games on a single disc with no genuine box cover are likely to be pirated games. Copyright owners rarely produce compilation discs.
8. Who are you buying from: If the seller won't give you their contact details, a receipt or any information should the product be faulty, the game is likely to be pirated. Keep all documentation.
9. Do your homework: Keep informed about game piracy by visiting the IEAA website at www.ieaa.com.au.
10. Report piracy: If you are aware of any potential game piracy, register it in confidence by calling the IEAA Anti Piracy Hotline: 1800 20 40 19 or anti-piracy@ieaa.com.au

For more information about game piracy in Australia or to report any illegal game activity, call 1800 20 40 19 or visit: anti-piracy@ieaa.com.au

- Ends -

* Source GfK Research

** Source The Allen Consulting Group]

Notes to Editors

Game Piracy includes:

- Copying or “burning” games to a disk
- Sharing games on peer-to-peer networks
- Downloading unlicensed games from the internet

Game Piracy in Australia

- 41% of Australians surveyed would buy a pirated game at a discount of 75% or less*
- Almost 50% said they would accept a game if it were free**
- Buying illegal games means you don't know who you're dealing with or where your money will go

- Ends -

About the IEAA

IEAA is a national industry association proactively representing companies in the interactive entertainment industry. Our members develop and market computer and video games software, hardware and accessories in Australia. IEAA is administered by a Board of Directors comprising senior executives from entertainment companies both large and small. The Board is supported by the CEO, Mr Chris Hanlon. A full list of media contacts for all IEAA member companies is online at www.ieaa.com.au/members/profiles