09/18/2018 Events

The State Agency on Intellectual Property (AGEPI), together with the EU Project "Support to Enforcement of Intellectual Property Rights" in the Republic of Moldova, launched a **National Info Campaign entitled "Online Piracy is Dangerous"**, which will run during the month of October.

The objective of the Campaign is to raise society awareness of the risks of illegal use of intellectual creations on the Internet both for consumers and companies and also to show what the legal alternatives are.

The Campaign was launched in the framework of a Press Conference with the participation of AGEPI Deputy Director General Andrei Popa and the Team Leader of the EU Project "Support to Enforcement of Intellectual Property Rights" Maximilian Foedinger.

"In this Campaign we aim to draw the attention of society in general and of young people in particular to the fact that piracy is a "theft" of intellectual property, a crime that is sanctioned by national and international law. Intellectual property rights are guaranteed by the Constitution of the Republic of Moldova. Second, we want to draw attention to the risks posed to users of pirated software. All ways of piracy and user risks when illegally using digital content will be featured on the campaign website www.pirateriaonline.md [1] and on social networks. Experts and specialists in the field will explain in a video format and in accessible language the risks and alternatives to online piracy," said Deputy Director General of AGEPI Andrei Popa, in the opening of the Press Conference.

EU Project Leader, "Support to Enforcement of Intellectual Property Rights", Maximilian Foedinger: "We are here to help implement intellectual property rights in the Republic of Moldova. Intellectual property must be protected like any other type of property. Our goal is to draw attention to risks and to show alternatives to legally download digital content."

The rise in the indicators of piracy and counterfeiting is not determined by a single cause but by a number of reasons favorable to the development of this form of crime, such as the geographic location of the state, its level of development, purchasing power, unemployment rate or legal culture of society.

However, the reasons for the violation of intellectual property rights must be sought in the enormous profits generated by this activity, in the involvement of organized crime, in the fact that the technological progress of the means of communication facilitates the activity of the criminal elements in the process of coordinating the actions of the authorities and right holders, in the absence of interest from the right holders, and also in the acceptance and tolerance of the phenomenon by the society.

Online piracy is a major concern for the software industry due to financial losses and, in some cases, the image it brings. It does not only affect producers - the state loses taxes, and consumers are exposed to risks and pay higher prices for legitimate products.

"Last but not least, through this Campaign, we want to draw attention to the fact that online piracy has a destructive impact on the creative industries. Creators of music, movies, and software no longer gain from their work because they are stolen or motivated to do so. That's why our urge is - to legally use digital content and support creation. On this occasion, we invite the mass media to become our partners in the fight against the phenomenon of online piracy," added Deputy Director General of AGEPI, Andrei Popa.

The Technical Assistance Project "Support to Enforcement of Intellectual Property Rights" is funded by the European Union and is due to be completed in November 2018.



[2]



[3]

Source URL: https://www.agepi.md/en/news/agepi-launched-national-youth-info-campaign-%E2%80%9Conline-piracy-dangerous%E2%80%9D