

The transition from primary school to secondary school is a key period to raise awareness with respect to intellectual property

- *The Coalition and LaLiga's program almost reaches a participation up to 15,000 pupils.*
- *Half of the pupils are not capable to easily discriminate between legal and pirated contents.*
- *Negative perception on piracy changes since the age of 13.*

Madrid, 21st November. - The high point after the activities carried out yesterday, during the Universal Children's Day, was the presentation by the Coalition and LaLiga of the third editions' conclusions of the awareness workshop program on intellectual property aimed at pupils of primary and secondary school courses. The fieldwork has developed in 108 schools and institutes of diverse autonomous communities, between students who deal 5^º and 6^º of Primary and 1^º and 2^º education, of between 10 and 13 years of age.

The data obtained show that almost 80% of the students consider piracy as a harming activity; the percentage is reduced to 63% in 13 years-old students. Furthermore, the 18.23% of those 13-years-olds' students do not consider it wrong to download or to gain access to pirated contents. In other words, tolerance to piracy as a phenomenon increases since the adolescence, which makes it easier to be rooted in adulthood, which confirms the need and usefulness of these programs.

On the other hand, barely a 5.7% of students under 10 to 13 years-old, think piracy in the Internet "does not harm anybody". The 61.9% consider it harms "a lot of people" and a 31.1% think it harms "some people".

The Coalition and LaLiga underline the importance of this program; they have jointly developed for 3 years now, to motivate new generations on respect for intellectual property from an early age. Thus, among the results presented, they underline that half of the pupils are not capable to easily discriminate between legal and pirated contents.

After the excellent results obtained with the two previous editions, the project has been extended to cover 7 autonomous regions of Andalusia, Aragon, Castilla-La Mancha, Castilla-Leon, Galicia, Madrid and Murcia, with a growing participation up to 15,000 pupils, from more than a hundred primary and secondary schools, compared to the 12,000 pupils who participated in the previous edition.

The main goals of this campaign, developed through 268 training sessions, are to motivate pupils as future professionals of the cultural and entertainment sectors, and showing what

fraud contents or piracy involves for employment and the economy, and, above all, to promote the essential respect for the intellectual property rights by giving value to creative industries and to their workers.

On concluding the event, which took place at the Bertelsmann Meeting Centre, representatives, responsible for the cultural area of the main political parties, **Emilio del Rio** (Secretary for Popular Party's Culture Sector), **Iban Garcia del Blanco**, (Socialist Party's Secretary for Culture and Sports), **Marta Rivera de la Cruz** (Ciudadanos Party's Secretary for Culture) and **Eduardo Maura** (Podemos' State Responsible Culture), have discussed and shared their thoughts on the results, and approach of this activity and on this issue, as decisive actors for the integration and motivation of a comprehensive policy of awareness, against piracy and the contribution to the value of creation.

Enrique Moreno, Managing Director for the company's brand LaLiga, has underlined that "One of the most important goals for LaLiga is searching sustainability in a sport which has millions of followers all over the world, bearing in mind our responsibility in the fight against audiovisual piracy. In order to achieve this goal, we focus our efforts to promote the awareness of all involved actors in the audiovisual product: from television operators to the youngest aficionados, going through the LaLiga football players themselves. Audiovisual piracy for us is a criminal offence and we have to call it by its name because it puts at risk the future of football, the competition itself and the sports".

For her part, the Director of the Coalition, **Carlota Navarrete**, has claimed that: "The initiatives with students have been very successful in countries such as England, France or the United States, and the success of the three project editions, makes us reflect on the great importance of the institutions' commitment to a positive message for children to acquire good habits on online consumption of contents, which in other matters, as recycling or road safety, works with excellent results. She has ended highlighting that awareness effort by public authorities and the industry throughout the educational cycle could result in great benefits to consolidate the respect and value of culture for next generations as strategic sector of our society, economy and employment".

La Coalición de creadores e industrias de contenidos is consists of 10 major organizations: **AEVI** (Asociación Española de Videojuegos), **AIE** (Sociedad de Artistas Intérpretes Ejecutantes de España), **CEDRO** (Centro Español de Derechos Reprográficos), **CONECTA** (Asociación de Canales Temáticos), **EGEDA** (Entidad de Gestión de Derechos de los Productores Audiovisuales), **FAP** (Federación para la Protección de la Propiedad Intelectual), **FEDICINE** (Federación de Distribuidores Cinematográficos), **PROMUSICAE** (Productores de Música de España), **SGAE** (Sociedad General de Autores y Editores) y **UVE** (Unión Videográfica Española), representantes de la mayor parte del sector de la cultura y el entretenimiento, un sector que, en su conjunto, aporta más del 5% al PIB nacional y genera casi un millón de empleos directos e indirectos.



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