

WHENEVER POSSIBLE, CHECK SUSPICIOUS PRODUCT AGAINST GENUINE PRODUCT FROM A VERIFIED SOURCE.

GENUINE

A genuine CD could contain any one or all of the indicators shown

- Record label clearly indicated
- Licensing details
- High-quality inlay & graphics
- 4 (or more) colour print
- Good paper quality
- SID Code
- Plastic 'jewel' case or quality box packaging

A genuine CD is always produced to a very high standard. The inlay Artwork is usually produced out of 4 (or more, e.g. metallic) colours. The inlay is rarely a single sheet and is often a glossy multi page full colour booklet. The CD is usually presented in a plastic 'jewel' case or high-quality box or sleeve.

Music on DVD will display the same indicators as a CD plus a DVD logo.



Guidelines for determining legitimate product from pirate and counterfeit product produced by IFPI

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What is Pirate?

Unauthorised duplication of music from legitimate recordings.

- Usually packaged differently
- Often compilations of recordings by several different artists
- Usually poor-quality

What is Counterfeit?

Copied and packaged to resemble the original sound recording.

- Intended to deceive
- Using forged artwork, trademarks and logos

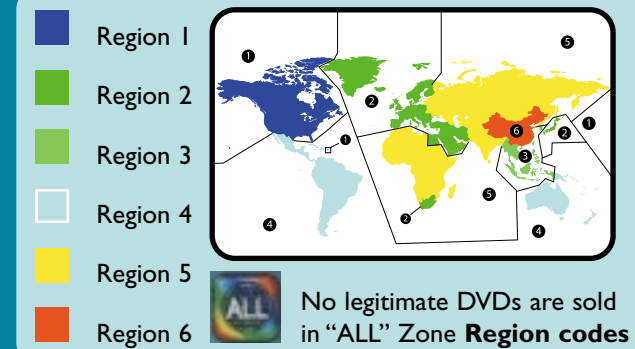
A pirated CD could contain any one or all of the indicators shown

- No record company logos
- SID Code obliterated
- No SID Codes
- Poor-quality inlay & graphics, often 2 colour print only
- Poor paper quality
- Promo versions
- Incomplete, incorrect, or no licensing or trademark details
- Discrepancies between disc and packaging
- Incorrect spelling
- Artist name or album title is incomplete or cropped off the disc
- More than one artist's full album on a disc
- Low cost
- No plastic 'jewel' case
- CDs, plastic cases and inlay cards packed separately
- Disc is a CD-R/DVD-R

SUSPICIOUS



SUSPICIOUS



A pirated DVD could contain any one or all of the indicators shown

- "All" zone region code
- Poor-quality labels that can be peeled off
- Film title is incomplete or cropped off the disc
- Release date of title - Film is currently in cinemas
- Zone I logos and Asian or Cyrillic characters
- Spelling errors
- Discrepancies between inlay card and disc
- Discrepancies on inlay card relating to information from other films
- Poor colour reproduction/fuzzy pictures or graphics
- Poor-quality paper stock
- Copyright holder not mentioned, incorrect, or fictitious
- DVD contains more than one film on a disc

Identifying pirate CD/DVD



representing the recording industry worldwide

Guidelines for determining legitimate product from pirate and counterfeit product produced by MPAA/MPA

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GENUINE

A genuine DVD could contain any one or all of the indicators shown

- Zone specific
- Correct spelling and grammar
- High-quality pictures and graphics
- High-quality paper stock
- Release date of title
- Licensing details clearly indicated

A genuine DVD is always produced to a very high standard. Overall packaging usually features high-quality images, full colour printing and good paper stock. The DVD is usually presented in a quality plastic case or card box

IF THE FILM IS CURRENTLY SHOWING IN CINEMAS IT IS UNLIKELY TO BE RELEASED ON DVD

SID Codes & Other Identifiers



SID Code (mastering)
Source of music or film

Matrix number

SID Code (mould)
Source of manufacture

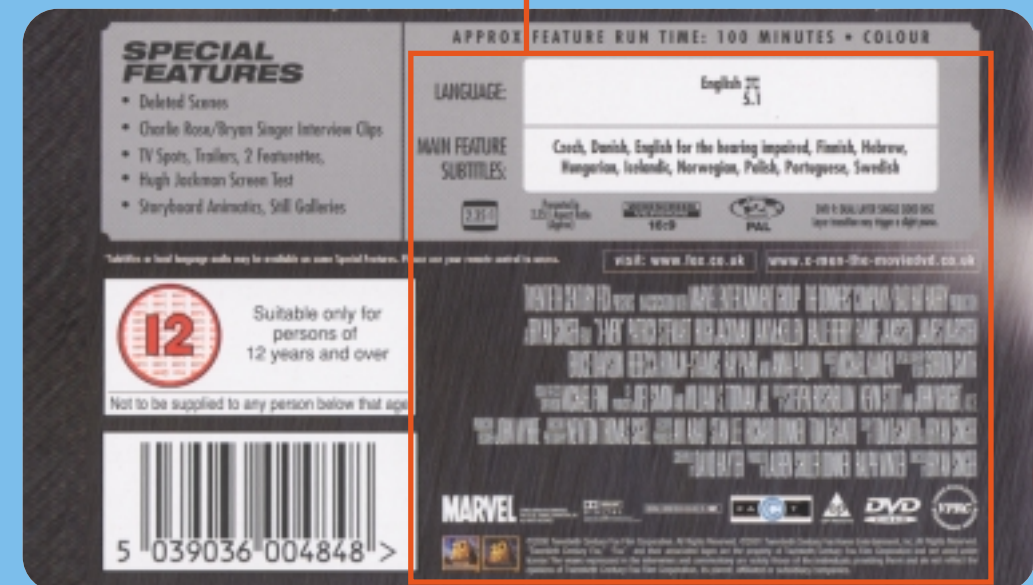
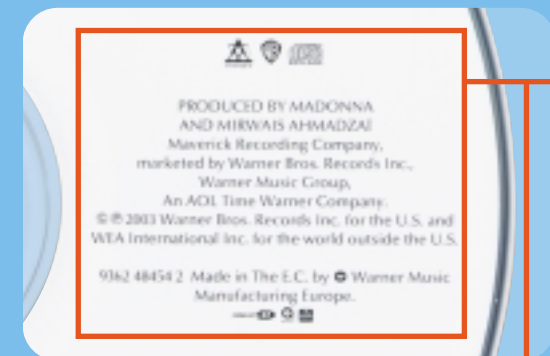
Genuine discs usually have a SID Code (a four character code that identifies the source of music and manufacture) imprinted on the disc. The Matrix number catalogues the product but does not prove legality.



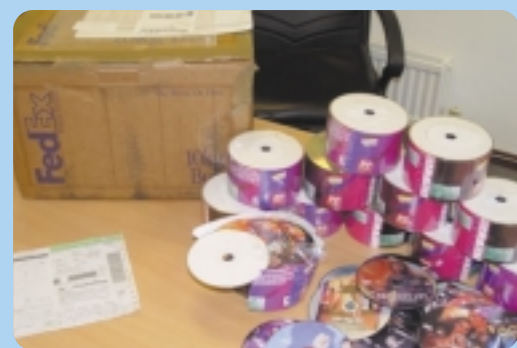
Pirate discs often have obliterated SID Codes, or no SID Codes.

Full licensing and copyright information clearly visible on disc and/or inlays.

Genuine CDs and DVDs display full copyright details and publishing information. This will usually include a list of credits, ownership, licensing information and country of manufacture.



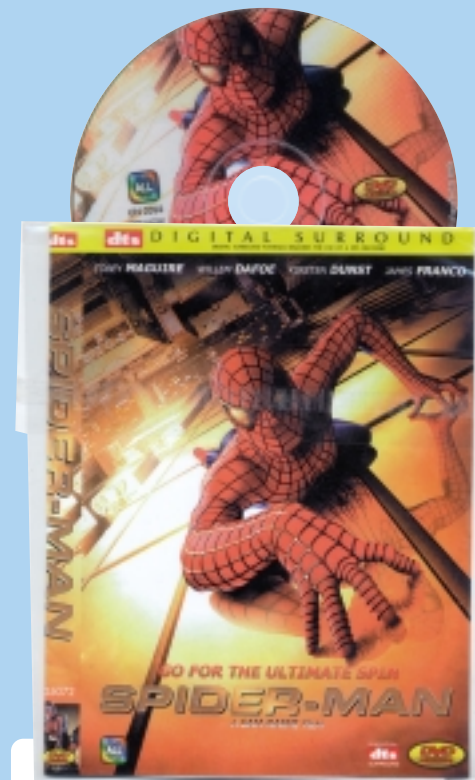
Indicators of Illegality



- Discs on spindles or without plastic cases.
- Discs, plastic cases and inlay cards packed separately
- Discs shipped under counterfeited documents, showing the products as CD-Rs/DVD-Rs when they are burnt or pressed discs.
- Music and Films from different companies shipped together in the same consignment.



Spelling errors in names or titles, and/or discrepancies between the inlay artwork and the disc artwork.



Disc and inlay card distributed in polythene wallet with no hard case.



- Inferior print quality on inlays, booklets and discs:
- Print is often in 2 colour
- Poor colour reproduction
- Badly cut, trimmed and folded
- Printed one side only.
- Poor-quality paper stock.



Poor-quality products, often with incomplete packaging, sold cheaply, are usually a good indicator of illicit product.

Recordable Formats



The music and film industries do not manufacture their product in either CD-R or DVD-R formats.

Any film or music product on recordable discs is therefore highly suspicious.

Typical duplication equipment for CD-R or DVD-R

DVD-R is commonly a purple or blue colour

Both CD-R and DVD-R have a dye layer that makes them immediately identifiable.



CD-R

CD



DVD-R

DVD

A CD-R or DVD-R often displays a vivid 'rainbow effect' if held up to light obliquely.

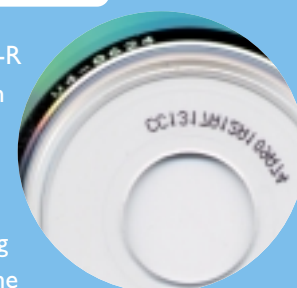


Discs are normally found in a number of colours including green, blue, gold and silver for example.



Recorded discs display a visible change of colour to the dye layer.

CD-R and DVD-R normally contain a printed batch number on the inner ring. Data on the inner ring often includes the volume capacity and media type.

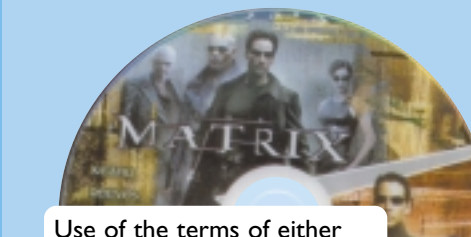


The print is often varied, usually two colours printed on the disc, or an adhesive paper label. Sometimes single colour information may be printed. Generally the print is of a poor quality on both the disc and packaging. Artist/title or film name is often incomplete or cropped off the disc.

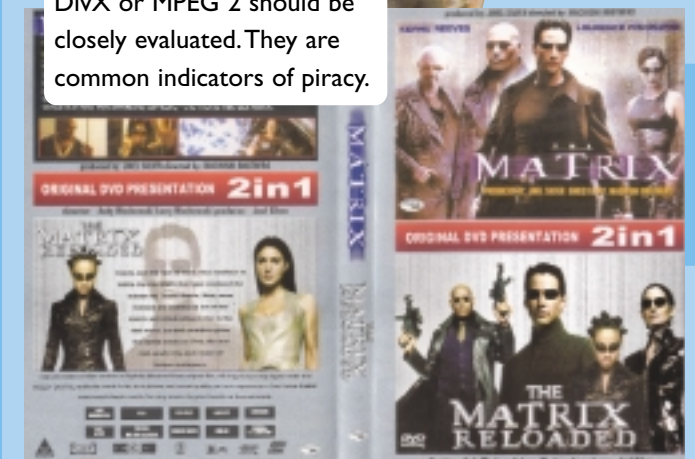
Compression Technology



The music industry does not use compression software to distribute its product on optical discs.



Use of the terms of either DivX or MPEG 2 should be closely evaluated. They are common indicators of piracy.



The most common type of compression software used by music pirates is MP3. This software compresses information, allowing greater amounts of music to be stored on a disc. Using MP3 a CD/CD-R can store about 11 hours of music and a DVD over 50 complete albums. The example below also contains all the artwork and designs to print the inlay cards and CD.

DivX and MPEG-2 are the most common types of technology used by pirates to create compilation DVDs, CD-Rs, and DVD-Rs containing multiple films. Optical discs using this technology may or may not be able to play on a standard DVD player.

The film industry does not release multiple films on one DVD disc.