COULD YOU SPOT A PIRATE MOVIE?

WE'RE not talking the Jack Sparrow, Caribbean type! The piracy we're facing is more likely to be sailing the digital seven seas. Today's piracy involves the illegal copying, sharing or use of somebody else's work online, like the streaming or downloading of films illegally.

WHY DOES IT MATTER?

Well, to get straight to the point, piracy is illegal. Accessing or using material without permission is seen as equivalent to stealing and therefore considered a crime. Eeek. Heavy stuff, we know.

On top of that, viruses can be hidden in pirated material and when someone accesses this material, these files can be downloaded to their computer and destroy important things like homework and coursework. Double eeek.

IF YOU LOVE MOVIES, YOU MIGHT WANT TO BE AN ANTI-PIRATE

Piracy is not a victimless crime. Piracy has a massive impact on the TV and film industry and the individuals working within it.

In 2019 alone, it was estimated that the loss to the UK economy through counterfeiting and piracy was £9 billion.

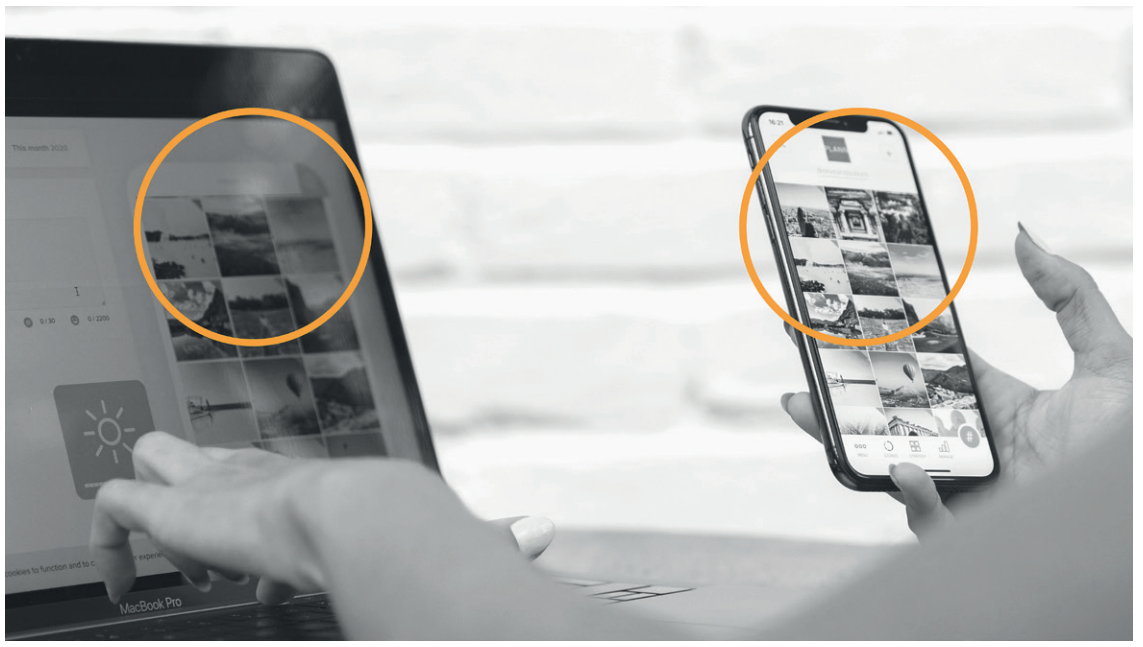
Roughly, we reckon that's about enough money to make *Avengers: Endgame* 33 times over. We know where we would rather see the investment go. Hands off, you pirates!

PROTECTING YOUR OWN COPYRIGHT

Are you a content creator? Copyright means that a design or creation belongs to the person or group who made it. It allows the owner to protect against others copying or reproducing their work.

If you or your friends are starting to create your own content, then it's important you think about how to protect yourself and your own intellectual property.

How would you feel if someone stole your content? Exactly!



MediaSmart

Education from the Advertising Industry

'Piracy: What's the big deal?' has been developed by Media Smart and its advertising industry supporters.

HELP SPREAD THE MESSAGE

If you want to find out a bit more, go to the Media Smart website and check out the short film on piracy (just 3 ½ minutes!), with TV presenter, content creator and YouTuber, Luke Franks, and TV presenter and producer, Jacqueline Shepherd at mediasmart.uk.com/piracy.

PSHE Association Quality Assured Resource

Teachers can also download the free PSHE resource Piracy: What's the big deal? from the same place. Media Smart are proud to say the resource has achieved the PSHE Association Quality Mark.

Getty

Luke Franks

jaxxsheps/Instagram

Jacqueline Shepherd

GET CREATIVE

Students participating in our Piracy: What's the big deal? resource in school will have the chance to design their own social media video to persuade peers to not engage in piracy. Media Smart are offering prizes for the most creative, inspiring and persuasive entries.

So, with that, we send you on your merry way to keep downloading and streaming, legally, to your heart's content, or at least until someone says time's up on today's screen time!

Written by Ali Fisher

Find out more by watching our 3 ½ minute animated film at mediasmart.uk.com/piracy

Teachers can also download the free PSHE educational resource on Piracy: What's The Big Deal?, created by Media Smart, from the same place.