



For Immediate Release  
June 29, 2010

## **ANTI-PIRACY COALITION IS NOW AACT - ALLIANCE AGAINST COPYRIGHT THEFT**

*AACT & I Hate Luv Storys Come Together to Launch – 1800-103-1919  
A Toll Free Number To Report Piracy*

**Mumbai:** The recently formed coalition between the Hindi and Hollywood studios will now be known as the “Alliance Against Copyright Theft – **AACT**”. Formed to create a common voice to fight piracy, **AACT** has Reliance Big Entertainment, Moser Baer Entertainment, UTV Motion Pictures, Eros International and the Motion Picture Dist. Association as its founding members.

Today, **AACT** launches its toll-free anti-piracy hotline – **1800-103-1919** - to report piracy in the Mumbai and Thane districts. The launch is in association with UTV Motion Pictures and Dharma Productions’ *I Hate Luv Storys*. Actors Imran Khan and Sonam Kapoor will publicize the toll free number as part of the film’s promotional campaign across India.

The anti-piracy hotline will allow people in Mumbai and Thane to register their piracy complaints by calling the toll free number without revealing their identity. Upon receiving the complaints, law enforcement will be immediately notified of the unlawful conduct. Already this year law enforcement has conducted over 100 anti-piracy raids in Mumbai alone, and this hotline will assist in their efforts.

Commenting on the initiative, Harish Dayani of Moser Baer asserts: “Piracy cannot be eradicated or reduced just by a group of people working within the film industry, the public has to be involved in the fight. With AACT we are trying to create awareness about the damage piracy causes to us all. This toll free number does just that.”

Prakash Nathan of UTV Motion Pictures says, “Our aim is to reach out to the younger audience and involve them in the process of curbing piracy. Using *I Hate Luv Storys* was an ideal platform. Both Imran & Sonam are young stars and through them we can convey this message to our younger audience.”

Adds Rajiv Dalal of the Motion Picture Dist. Association, “**AACT** provides a platform for our industry to come together and curb piracy. The launch of this toll



free number will assist our efforts, as it engages consumers, retailers, and other responsible citizens.”

In addition to the launch of its new name, logo, and toll-free anti-piracy hotline, AACT is also launching its website: [www.aact.in](http://www.aact.in). The website will provide up to date information about all AACT campaigns and activities, as well as informational reports on piracy and the film industry.

Among other past initiatives, **AACT** recently launched a comic book entitled “*Escape from Terror Byte City*,” which highlights the dangers of peer-to-peer file-sharing in three languages: Hindi, Marathi and English.

**About AACT:** *The Alliance Against Copyright Theft (AACT) is an initiative to address piracy in India – launched jointly between the Hindi and Hollywood studios. This Bollywood-Hollywood coalition includes UTV Motion Pictures, Moser Baer Entertainment, Reliance Big Entertainment, Eros International, and the Motion Picture Association (representing the six major Hollywood studios). AACT will target all forms of piracy, both physical and online, affecting India. While hard goods (pirate DVD) enforcement will be a cornerstone to the coalition, AACT will also take steps to curb the growing Internet and camcord piracy problem in India. Moreover, AACT will launch public relations and educational outreach campaigns to raise awareness among consumers and government officials regarding the dangers of piracy. While the members of AACT are committed to stopping piracy, our efforts will be limited if the public is also not committed to stopping piracy. It is our sincere hope that this initiative will convince the public that piracy is not a victimless crime, but rather a crime that funds organized criminal syndicates and terrorism, and similarly, causes irreparable economic harm. [www.aact.in](http://www.aact.in)*