



PRESS RELEASE  
27 March 2013

### **“Piraattilahti.fi” campaign successful**

On 12 February 2013, the *Copyright Information and Anti-Piracy Centre* (CIAPC) launched the Piraattilahti.fi website. The site’s aim was to inform consumers about the many legal online services available in Finland. Its front page was made to parody the look of the illegal pirate site *The Pirate Bay* (which has been blocked by the three major Finnish ISPs). However, any torrent search made on the front page takes the visitor to a page that tells about legal online services.

The amount of publicity received by the campaign exceeded CIAPC’s expectations. The site has been visited by approximately 5000 unique visitors per day. All in all, the site has been visited over 200,000 times in less than two months.

Now CIAPC continues the campaign with a “movie poster” that sums up international piracy-related news from the past couple of months into a single picture: operating an illegal pirate site is getting more and more difficult in this day and age.

### **Still room for improvement in national legislation improved**

Nonetheless, piracy is still a major problem in Finland. In addition to educational campaigns, it is important to improve present legislation and get alternative means to battle piracy.

For many years, rights holders have asked for legislation that makes it possible for an ISP to inform its customers that illegal file-sharing has been detected through their Internet connection. This type of graduated response gives the connection holder a chance to intervene with the file-sharing before there are further consequences.

Another efficient way of dealing with piracy is to get injunctions against illegal websites. However, current legislation does not yet allow blocking pirate sites that are situated outside the EU and have anonymous operators.