

PRESS STATEMENT - Brussels 02 April 2009

EDiMA welcomes European Commission's ContraFake 2009 Conference and supports stakeholder dialogue and cooperation to address IPR infringement online

On the occasion of the European Commission's Stakeholder Dialogue held today in Brussels, EDiMA issued its position on IPR protection in the online environment. EDiMA fully supports stakeholder cooperation to address on-line IPR infringement as a means to ensuring that consumers enjoy the widest possible choice of legitimate services.

“An approach that promotes effective best practice, voluntary agreements and/or self-regulation is the most appropriate way to address the challenges arising in the online environment”, said EDiMA President Andrew Cecil. EDiMA notes in its position that this approach must be introduced alongside effective application of enforcement measures to enforce IPR protection online. The EDiMA position goes on to state that addressing the problem of IPR infringement online must be consistent with existing European legislation, must be accompanied by the support and promotion of appropriate IPR protection online and must respect the delicate balance of rights and obligations set out in the E-Commerce Directive.

For a copy of the full EDiMA position please visit the following link:

<http://europeandigitalmedia.org/downloads/ED-0903-006-JR-EDiMA%20paper%20on%20online%20IPR%20infringement.pdf>

EDITORS NOTE

EDiMA, the European Digital Media Association, is an alliance of new media companies whose members include Amazon, Apple, eBay, Google, Microsoft, Music Choice, Nokia, RealNetworks, Tiscali, Yahoo! Europe, France Telecom/Orange and others. EDiMA's members provide new media platforms offering European consumers a wide range of online services, including e-content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking.

For further comment please contact:

Lucy C. Cronin on + 32 2 626 1990

ENDS

*EDiMA- European Digital Media Association
214d Chaussée de Wavre, 1050 Bruxelles
Tel: 02/626 19 90; Fax: 02/626 95 01*

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