



Newsletter **egeda**

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Panorama Audiovisual 2007

EGEDA Presents Its Annual Report on the Spanish Audiovisual Sector

TV Channels Bet on Fiction Series
Hit Films Last No More than Nine Weeks in Cinemas

Fiction series won out over films in 2006 as far as Spanish TV broadcasts are concerned. That has been one of the conclusions of *Panorama Audiovisual 2007*, presented on 30th November at Madrid's Hotel de las Letras. The information accumulated in this study basically is for 2006, the data from which is compared to 2005 and 2004. In some chapters, advance data for the first quarter of 2007 is given. This year, *Panorama Audiovisual 2007* includes, as in other recent editions, six opinion articles by well-known audiovisual industry professionals, who introduce some of the main chapters of the study. The Special Dossier closing the latest edition of report is dedicated to film debuts in Spanish cinemas in 2006 and the duration of films in the cinemas where they debuted, as well as an in-depth review on the film genres of Spanish cinema.

Otherwise, *Panorama Audiovisual 2007* maintains its traditional structure, with chapters on TV audiences, Spanish fiction cinema and animation, Spanish films on international markets, and the international TV market. This year, in addition, an analysis was presented on film genres in Spanish cinema.

The most popular genres for TV viewers in 2005 and 2006 were the fiction and entertainment genres. This is also the genre which TV channels dedicated the most air time to, with an average of 381 minutes per day. American broadcasts accounted for 52% of the total of episodes broadcast, while Spanish programmes were at 19%. On the other hand, the series with the largest audiences were the Spanish *Aquí no hay quien viva* on Antena 3 and *Hospital Central* on Telecinco, with

the nine first places in ranking divided among them. The highest ranking episode of an American series was an episode of *CSI: Nueva York*, which came in tenth place.

TV stations broadcast 9,717 films in 2006. Slightly more than 12% (1,238) were Spanish, the majority of these being broadcast by public television. Among the privately-owned broadcasters, Antena-3 only showed five Spanish titles and Telecinco only three. The Spanish film with the highest audience figures was *Isi & Disi. Amor a lo bestia*. Among the foreign titles with the largest audiences, *Harry Potter and the Philosopher's Stone* and *Pirates of the Caribbean* were big hits on TVE-1, *Ice Age* and *Finding Nemo* on Antena-3 and *Como Dios* and *Astérix and Obélix: Mission Cléopâtre* on Telecinco.

With regard to animation, the increase in broadcasts stands out (episodes of series and single programmes of less than 60 minutes) compared to previous years (in 2006, they went up to 40,287, reflecting an increase of 28% and 30% over 2004 and 2005). The legendary American series *The Simpsons* and the Japanese *Shin Chan* were most popular for the viewing public.

There was also an increase in the broadcast of documentaries, approximately 10% over 2004 and 2005. Analysing the presence of Spanish-produced documentaries, 16 of the 25 documentary programmes with highest audiences nation-wide were Spanish or co-productions between Spain and another European country.

According to the Special Dossier in this edition of *Panorama Audiovisual* dedicated to film debuts in Spain in commercial cinemas, 2006 recorded the highest number of debuts in the past five years, with a total of 475 titles (41 more feature films than in 2005), 126 of which had Spanish participation. Only two of these, *Alatriste* in fourth place and *Volver* in eighth were among the top ten in box-office sales for the year. Leading the top ten were *Pirates of the Caribbean: Dead Man's Chest* and *The Da Vinci Code*.

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EGEDA and *filmotech.com* Participate in the San Sebastian Film Festival

As in previous years, in September, the city of San Sebastian opened its gates to cinema, for one the most important film events in the world. Once again, EGEDA was there, this year being joined by *filmotech.com*, at the 55th edition of the festival, held from 20th to 29th September. At the Sales Office stand in the Kursaal, where needs of producers and the press are individually attended to, *filmotech.com* participated by giving free downloads of its films to those who attended the screenings and offering the possibility of downloading, from a special section in its online cinema website, a selection of titles highlighting award-winning films from the festival's history. This selection consisted of *filmotech.com* featuring anew 12 films awarded at the San Sebastian Film Festival in each of the six decades since the festival began, from *La guerra de Dios* and *Carne de horca* (1953) up to the most recent *Vete de mí* (2006).

In a year of intense activity with new projects, EGEDA could not pass up this occasion to publicise and promote its new services. Thus, at the 3rd Trans-Pyrenean Co-production conference, Fernando Gonzalez, an EGEDA Assistant Manager, spoke about the main activities of *filmotech.com*, the Audiovisual SGR mutual guarantee society, and Ibero-American ISAN Registration Agency, ARIBSAN.

In addition, as has become customary at every edition, EGEDA and *filmotech.com* sponsored the festival's classic retrospective, which this year was dedicated to Henry King, an American film pioneer and one of the most successful directors in the 1920s and 30s. Stage actor before becoming a film director, Henry King first appeared on camera in 1915 and filmed nearly 120 films. Responsible for mythic titles such as *The Black Swan*, *Captain from Castile*, *Over the Hill*, *The Song of Bernadette*, among many others, King was nominated for the Oscar twice, but never received the statuette.

During the festival, stars and directors could be seen in San Sebastian's streets for the films competing in the event, such as the American *Eastern Promises* by David Cronenberg and Spanish films like *Mataharis* by Iciar Bollain, and *Siete mesas de billar francés* by Gracia Querejeta. The latter was awarded the *Concha de Plata*, award for Best Actress going to Blanca Portillo and the *Concha de Plata* for Best Script (*ex aequo* with John Sayles) for Gracia Querejeta and Daniel Plannell. The film *A Thousand Years of Good Prayers* by Wayne Wang took San Sebastian's *Concha de Oro* for Best Picture and the *Concha de Plata* for Best Actor. The Special Jury Prize went to *Buddha Collapsed out of Shame*. The Donostia Awards were given to the actors Richard Gere and Liv Ullmann.

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Madrid and San Sebastian Film Commissions Sign a Cooperation Agreement

Both organisations to collaborate on promoting their respective territories as settings for future film shoots.

On 22nd September 2007, the San Sebastian and Madrid Film Commissions signed an agreement to jointly promote both

regions, with the aim of making them filming locations for all kinds of audiovisual productions.

The goals of this joint promotion for attracting Spanish and international productions include exchanging production services in such a way that producers in both regions can collaborate to develop the means to strengthen the audiovisual sector over all. Furthermore, both organisations agreed to share information with a view to having maximum efficiency in processing film shooting permits and licenses, as well as to work together for regulatory framework which will be favourable to the promotional activities of the Film Commissions in Spain.

The agreement, signed for three years, is renewable, and does not exclude similar organisations in other cities from signing on.

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EGEDA to promote cooperation between Spanish and US audiovisual companies

The agreement signed on 13th November between EGEDA and PROMOMADRID [PromoMadrid International Development of Madrid] and CEIM [Madrid-CEOE Business Confederation], aims to facilitate cooperation between Madrid and US audiovisual sector companies.

Making the most of the opening of EGEDA's offices in Los Angeles, the agreement was preceded by a *Corporate Meeting* in L.A., organised by the same signers of the agreement, at which some 24 Madrid companies participated, meeting more than 350 American producers, the results of which are starting to be seen in terms of negotiations for co-productions.

Following the first joint activity, the terms of the agreement provide for EGEDA's contribution from the overall contacts it has in the U.S. (fruit of its relationships over more than 14 years with American producers). For their parts, PROMOMADRID and CEIM will be sending a specialist for their programme of corporate internationalization to support EGEDA US, Inc.'s activities and provide support to the Madrid companies that could benefit from it.

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Spanish producers now have an office in Los Angeles

EGEDA U.S. Inc. is giving special attention promoting Spanish cinema in the United States and encouraging co-productions between producers in the two countries.

Since 24th October, the date on which EGEDA's offices in the city of Los Angeles were officially inaugurated, Spanish producers have a new instrument at their disposal to foster cooperation between the audiovisual industries on both sides of the Atlantic. EGEDA U.S. Inc. will thus serve as a link between Spanish and American audiovisual companies which are interested in making contacts and offering their services in the other's country.

On one hand, the office will provide services to all of the US EGEDA member producers (as has been done over the past



fourteen years), including all of the MPA members (large studios) and the IFTA members (independent producers, distributors, agents...) established in the United States which have an interest in making any contact or receiving any service in the Spanish market.

On the other, the organization will be especially focused on promoting Spanish cinema and fostering co-productions between the United States and Spain. The office will also facilitate distribution of audiovisual products and provide support services for dissemination and promotion of Latino audiovisual products in the United States. To achieve its objectives, EGEDA U.S. Inc. will be present at all of the major markets and festivals in the U.S. At the same time, it will collaborate with the U.S. studios for the prevention of and fight against piracy in Spain, a very important market for U.S. audiovisual products, greatly affected by this problem.

In attendance at the 24th October 2007 inauguration ceremony were numerous studio executives, IFTA (Independent Film and Television Alliance) President Jean Prewit, LALIFF (Los Angeles Latino International Film Festival) President Edward James Olmos, and City of Los Angeles representative, Borja León. Also present at the ceremony were the presidents of EGEDA and FAPAE, Enrique Cerezo y Pedro Pérez, respectively, First Vice-President of the Region of Madrid, Ignacio González, and the EGEDA General Manager, Miguel Ángel Benzal, and EGEDA General Secretary, Jose Antonio Suárez.

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EGEDA and filmotech.com sponsor the 40TH Anniversary of the Sitges Film Festival

The Sitges Film Festival celebrated the fortieth anniversary of its success and EGEDA and filmotech.com wanted to join in the acts commemorating this event, among which is the publication Sitges 1968-2007. Viaje alucinante. Historia de un festival en 100 carteles, a book of 100 film posters of films which have been featured at the festival.

In October 2007, the 40th anniversary of the Sitges International Film Festival of Catalonia was held. Sitges is the leading festival of fantasy films in the world, and, at the same time, the display of culture with the greatest media impact in Catalonia. Dating back to 1968 as the *1st International Week for Fantasy and Horror Films*, the Festival is today, after forty years of steady development, a worldwide stimulus of meeting, presentation and projection of fantasy films. It's a can't-miss event for lovers of film, in general, and of the fantasy genre, in particular.

As the history of a festival is the films which have appeared in it, the emotions they provoke, and the controversies coming out of them, this book, the publication of which EGEDA and filmotech.com have participated, pays tribute to the posters of 100 hit titles, with mock-ups, curiosities or simply wild ideas which have characterised the festival over the years. Posters are considered genuine works of art which provide, furthermore, a finished chronology on the aesthetic and creative evolution of the film poster. Reproduced in colour, each poster is accompanied by a brief text with information and anecdotes on the film's screening at Sitges in Catalan, Spanish and English.

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Los cronocrímenes by Nacho Vigalondo to participate in Sundance

The film *Los cronocrímenes*, first feature film for Nacho Vigalondo, has been selected to participate in the well-known Sundance Film Festival, one of the most prestigious competitions in the world for independent cinema. Vigalondo is from the Spanish region of Cantabria, and his short film *Las 7:35 de la mañana* was a candidate for an Oscar two years ago. His new work will be the only Spanish film in the American festival this year.

Los cronocrímenes, starring Bárbara Goenaga and Karra Elejalde, is about a man who accidentally travels into the past and confronts himself there. This journey in time will have terrible consequences.

This thriller, of which an American remake has already been announced, still doesn't have a Spanish distributor, in spite of being found in countries like the United Kingdom, France, Germany or Russia, amongst many others.

Established in 1981 by actor, producer and director Robert Redford, the Sundance Film Festival is held annually in Park City, Utah, and has become one of the most distinguished film events world-wide. The new edition will be held 17th to 27th January and, in addition to *Los cronocrímenes*, films such as *Funny Games* by Michael Haneke, *Otto or up with Dead People* by Bruce LaBruce or *Hell Ride* by Larry Bishop will be screened.

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José Luis Borau awarded for the Social Values contained in his work

The filmmaker has received 1st Prize to Cinema and Social Values for "superbly reflecting the social reality surrounding his characters".

"There is nothing better than an award which is undeserved. When they give it to you, it's because they love you. And, I know of no one who can resist love. To be loved is to live in paradise". With these words, an emotional José Luis Borau received the award from Spain's Queen Sofia at a ceremony in which friends and professional colleagues were also in attendance, such as the actress and director Iciar Bollain and actors Marisa Paredes and Manuel Alexandre.

Established by FAD [foundation against drug addiction], EGEDA [Spanish audiovisual producers' rights management association], the Spanish film academy, and FAPAE [Spanish federation of audiovisual producers], the *Premio al Cine y los Valores Sociales* ["Award to Cinema and Social Values"] aims to recognise the careers some people who, through cinema, have been able to transmit social values which contribute to preventing at-risk behaviour, such as drug use. The director of works like *Leo*, *Tata mía* and *Furtivos* has masterfully inspired reflection on the social reality surrounding their characters, without hiding or glossing over the harshness presented by life. Consequently, the jury, consisting of the President of the Film Academy, Ángeles González Sinde, presidents of EGEDA and FAPAE, Enrique Cerezo and Pedro Pérez, and actors like Leonor Watling and Álvaro de

Luna, wishes to highlight by their decision "his irreproachable career and clear contribution to social values".

Spanish Culture Minister, César Antonio Molina, was also present at the event, saying that "Borau's films are characterised by commitment, independence and originality, as well as by their widely varied probes into the realities of life and their reflection of social and humanitarian issues". FAD President José Ángel Sánchez Asiain stated that "film is the best vehicle for dialogue and the transmission of values and to easily explain to children and adolescents the criteria and judgements which orient people's actions". Therefore, making the most of the subjects and content of the films in order to communicate values, attitudes and social abilities, since 1995, FAD has been conducting the programme entitled *Cine y Educación en Valores* ["Film and Education in Values"] within the school environment. Since its creation in 1995, more than a million students have participated in the programme and in the 2006-2007 academic year, more than 100,000 students between 6 and 16 years of age and 4,000 teachers participate in educational institutions throughout Spain. This year, films like *Charlie and the Chocolate Factory*, *Little Miss Sunshine*, *The Choir* and *The Lives of Others* served to cultivate values in children and adolescents such as acceptance of diversity, the strength and persistence necessary to reach personal goals, and tolerance and patience as a hub for social relationships.

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filmotech.com adds more than 200 titles to its catalogue

Since 27th March, when EGEDA presented its new Internet gateway for legal film distribution to the public, filmotech.com users have come to have more than 500 films available for rent or purchase online. In the past six months, the filmotech.com team has continued to digitalize numerous films to make them available to the site's users. In the past three months alone, the filmotech.com catalogue has grown by more than 200 titles. These are some of the main new entries:

Vete de mí [Go Away from Me]

Director: Victor García León
Starring: Juan Diego, Juan Diego Botto, Cristina Plazas, Rosa M^a Sardá, Esperanza Roy

Santiago has never been protagonist of anything –not of the theatre, not of the cinema– not even of his own life. However, he never would have thought that putting up his son Guillermo, who is in his thirties, for a few days would change his life so much... The coming together and separations of two congenitally selfish people: one, a compulsive liar, who is able to upset the already fragile mental states of the family around him, and, the other, a washed up supporting actor, who suddenly discovers that his life is a lie.

Cineastas en acción [Filmmakers in Action]

Director: Carlos Benpar
Starring: Bertrand Tavernier, Sidney Pollack, George Sidney, Jules Dassin...

This sequel to *Filmmakers against Tycoons* starts with a surprising declaration by Salvador Dalí giving way to stunning statements by various filmmakers in defence of the "moral rights" their films have. These involve, for example, the trials held in Paris in defence of John Houston's moral rights pertaining to the broadcast of the colourised version of *Asphalt Jungle*, or, in Copenhagen, a case of pan-scanning of a Sydney Pollack film on Danish TV.

Obaba

Director: Montxo Armendáriz
Starring: Bárbara Lennie, Pilar López de Ayala, Juan Diego Botto, Mercedes Sampietro

Lourdes, just 25 years-old, travels to Obaba, a mythical northern Spanish town. Taking a video camera along to capture the reality of this small town: of its own small world and its people. But, she finds that it isn't what she expected and soon learns that the people there –like Merche, Ismael, or Tomás– are chained to a past they can't and don't want to escape from. Through them and Miguel, an easy-going, cheerful youth she befriends, Lourdes gets snippets of their lives.

Amores Perros [Love's a Bitch]

Director: Alejandro González Iñárritu
Starring: Gael García Bernal, Goya Toledo, Emilio Echevarría

In Mexico City, a fatal car accident involves three people, showing the most "bitchy" side of human nature. Octavio, an adolescent, decides to run away with Susan, his brother's wife. His dog, Cofi, becomes a cruel tool to get the money they need to run away together, further complicating this triangle of passion, where forbidden love becomes a one-way journey.

Underworld: Evolution

Director: Len Wiseman
Starring: Kate Beckinsale, Scott Speedman, Tony Curran, Dereck Jacobi

In this sequel to *Underworld*, the age-old struggle between predators, vampires and werewolves (Lycans), has taken on new proportions of violence. A new race has emerged comparable to none other known before. Betrayed by her own clan, the vampire warrior Selene seeks revenge. To get it, she decides to discover the truth about the identity of the first real "immortal" being.

Million Dollar Baby

Director: Clint Eastwood
Starring: Clint Eastwood, Hillary Swank, Morgan Freeman

Million Dollar Baby is a story of parental love between a man tormented by the bad relationship he has with his daughter and a girl who will do whatever it takes to hit it big in the boxing world. Nominated for seven Hollywood Oscars, it won Best Picture, Director, Actress, and Supporting Actor.

La sombra del vampiro [Shadow of the Vampire]

Director: E. Elías Merhige
Starring: John Malkovich, Willem Dafoe,
 Udo Kier

In 1921, F.W. Murnau is filming *Nosferatu* in Eastern Europe. The director wants to make the most authentic film ever made. To do so, Murnau has contracted a real vampire, Max Schreck. Murnau explains Schreck's peculiar behaviour by telling his film crew that he the best of a new generation, the method actor created by the one and only Stanislavsky. If Schreck does the performance Murnau is looking for so desperately and controls his most unseemly needs, his reward will be the tasty neck of the film's star, Greta.

Cineastas contra magnates [Filmmakers vs. Tycoons]

Director: Carlos Benpar
Starring: Federico Fellini, John Houston,
 Burt Lancaster...

A film essay in defence of the Moral Rights of film-makers versus the manipulations films have suffered from the origins of the cinema to the total modern-day domination of the audiovisual world. "Filmmakers vs. Tycoons" combines different types of film language: archive material, key fragments of films, and fictional scenes, such as that set in the Court of Felipe II when the Monarch cuts down a cinemascope picture by Titian on both sides because it doesn't fit into the space he had reserved for it in El Escorial.

Dances with Wolves

Director: Kevin Costner
Starring: Kevin Costner, May McDonnell,
 Graham Greene

Dances with Wolves takes place in 1860, a time of great change in the United States, when settlers started moving to the West, to the lands of the Indians. Pushed by his desire to see the last frontier before it disappears, John J. Dunbar, a soldier in the Union ranks, comes into contact with the Sioux tribe. Among them, he finds *Stands-With-A-Fist*, a white woman adopted by the tribe when she was a girl. Little by little, Dunbar and the Sioux begin to feel mutual respect and admiration for one another.

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El Orfanato and Las trece rosas favourites for the Goya awards

- With 14 nominations each, the first work *El orfanato* and the historical drama *Las trece rosas* are tied as favourites in the running for the awards to be given out at the gala on 3rd February.
- *Siete mesas de billar francés* has received 10 nominations, while *Oviedo Exprés* and *Bajo las estrellas* are tied, with seven each.
- Alfredo Landa is in the running for Best Male Performance in *Luz de Domingo*. The José Luis Garci film has received five nominations.

The films of a new director, J. A. Bayona, and a veteran, Emilio Martínez Lázaro, are competing this year at the 22nd Annual Awards Ceremony of the Spanish Film Academy for being the most awarded film of the year. All indications are that it will be a tough battle, given that, at present, the sensational hit film of the year, *El orfanato* and the historical drama *Las trece rosas* have tied for nominations, with 14 each, including for "Best Film". In this category, they are in the running with *Siete mesas de billar francés* by Gracia Querejeta, which has received 10 nominations in all, and *La soledad* by Jaime Rosales. The directors of the latter three and Iciar Bollain, for *Mataharis*, are competing for the Goya for Best Direction. J.A. Bayona, filmmaker of *El orfanato* is competing in the "Best Newcomer Director" category.

In the performances arena is actor Alfredo Landa, who, in addition to the Goya de Honor he is receiving, could also be taking home another award, having been nominated for his performance in *Luz de Domingo*. Under the direction of José Luis Garci, Landa is retiring from cinema with this film. In the same performance category are actors Álvaro de Luna for *El prado de las estrellas*, Alberto San Juan for *Bajo las estrellas*, and Tristán Ulloa for *Mataharis*, who is also in the running for the Best Newcomer Direction and Best Scriptwriter for *Pudor*, his first film as filmmaker.

In the Best Female Performance category, the two leading actresses of *Siete mesas de billar francés*, Blanca Portillo and Maribel Verdú, are competing for the Goya statuette, along with Emma Suárez for *Bajo las estrellas* and Belén Rueda for *El orfanato*.

The Thrill of the New against the Calm Confidence of a Veteran

From the United States, where he has been promoting his film for the past month, J.A. Bayona says he feels great joy for the entire film crew. "It has been a particularly prolific year for first works and they have all been most satisfying. I feel like a representative for all of them." Of its 14 nominations, he would be happiest for it to win the one for Best Original Screenplay, saying, "For Sergio [G. Sánchez, scriptwriter for *El orfanato*] it took great effort and 10 unsuccessful years for him to get people to give it due attention and bring this project to life". In contrast, veteran director Emilio Martínez Lázaro appears to have a much more relaxed outlook, taking his nomination with a calm, wait-and-see attitude. He recalls that *El otro lado de la cama* was a nominee for six Goya awards, but only won Best Sound and adds that this is "only a contest in which you are, furthermore, obligated to participate in". Of all the awards his film is nominated for, he





would most like the "Best Director" prize, although he will happily share it with all of the performers in the film and says he regrets that none of the leading actresses of his film were nominated (except for Nadia de Santiago, nominee in the "Best Newcomer Actress" category).

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Rumanian Film Triumphs in Europe

The film, 4 Months, 3 Weeks & 2 Days by Cristian Mungiu, wins awards for Best Film and Best Director in Berlin

Rumanian cinema is doing well in Europe these days. After winning the Palme d'Or at the Cannes Film Festival, the film *4 Months, 3 Weeks & 2 Days*, the story of a clandestine abortion in the Rumania of Ceaușescu, won European Film Academy Awards for Best Film and Best Director, given out on 1st December at a ceremony held in Berlin. *The Queen*, its main rival (and favourite of the night, with six nominations) won the awards for Best Actress, for Helen Mirren, and Best Music, for Alexandre Desplat. The German-Turkish director Fatih Akin got the award for Best Script for *The Edge of Heaven*, and the Public Choice Award went to the Italian film *The Unknown*, by Giuseppe Tornatore.

This year, Spain had to settle for only one representative in the photo of all the award winners: Eduardo Chapero Jackson was the only Spanish filmmaker to receive an award on the night of 1st December for his short film *Alumbramiento*, a family story about death which had won the Best European Short Film award at the last Venice Film Festival. Very emotional upon receiving the award, and with his reflection on the recent passing away of Fernando Fernán Gómez, the audience gave him warm applause. There was also an emotional tribute given to the Swedish director Ingmar Bergman, co-founder of the European Film Academy who passed away last summer.

The European Film Academy (EFA), which EGEDA has participated in sponsoring since 2000, was founded 20 years ago. The awards ceremony, held since 1988, is broadcast on TV to 61 countries, including 18 countries in the Arab World, Hong Kong, the United Kingdom and Ireland. Throughout the awards' history there have been many Spanish award-winners. Such is the case of directors Pedro Almodóvar (*Volver* and *Talk to Her*) and Alejandro Amenábar (*The Sea Inside*), actresses Carmen Maura

(*Ay Carmela* and *Women on the Edge of a Nervous Breakdown*) and Penélope Cruz (*Volver*), actors Sergi López (*Harry, He's Here to Help*) and Javier Bardem (*The Sea Inside*). Two Spanish films, *Talk to Her* and *All About My Mother*, both by Pedro Almodóvar, have won the award for Best European Film and director Carlos Saura won the honorary lifetime career award in 2004.

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Interpol warns about dangers of counterfeit products

Latest investigations show that these kinds of crimes have now reached consumer goods such as medicines and the profits are financing organised crime and international terrorism

Crimes against intellectual and industrial property cover a wide range of counterfeiting acts, such as trademark, patent or copyright infringement. These kinds of crimes, INTERPOL warns, not only contribute to instability in the global economy and cost companies and consumers millions of dollars annually, but they also take lives.

In fact, latest INTERPOL investigations show that counterfeiters aren't limiting their activities to certain luxury items, but rather, their activities extend more and more to consumer goods, among which are included daily-use products, such as baby food, pharmaceuticals, cosmetics, and spare parts for automobiles and aeroplanes. These activities, in addition to being illegal, present a serious threat to public health and safety because these fake products don't pass regulatory controls.

INTERPOL is giving increased attention to counterfeiting and to the mounting evidence that shows that it is being used to finance organised crime and terrorist group activities.

Main initiatives in the fight against counterfeiting and piracy

INTERPOL Action Group on Crimes against Intellectual and Industrial Property. Made up of police and customs services representatives of the INTERPOL member countries, international organisations and the private sector, this action group's aim is raise awareness among policy makers and in public opinion on this threat by dissemination of information, training and operational support.

International Work Group against counterfeit pharmaceutical products. INTERPOL is actively participating in this initiative headed by the World Health Organization (WHO) to combat counterfeiting of pharmaceutical products which don't contain active ingredients or the active ingredients of which are potentially dangerous. According to WHO estimates, counterfeit medicines amount to 30% of the pharmaceutical products consumed in Southeast Asia, Latin America and Sub-Saharan Africa, while in some Western countries, 50% of the medicines offered on the Internet are fake.

Intellectual and Industrial Property Crimes Data Base. This new data base offers authorised users information concerning individuals, specific cases, models, trends, trafficking and modus operandi, thus contributing to the investigation of intellectual and industrial property crimes around the world. It will have information on both governmental bodies charged with enforcing the law and the private sector.