

AFACT REBRANDS AS THE AUSTRALIAN SCREEN ASSOCIATION

SYDNEY: Today, the Australian Federation Against Copyright Theft (AFACT) has announced the change of its name to the Australian Screen Association (ASA).

The core mission of the Australian Screen Association (ASA) is to advance the business and art of filmmaking and increase its enjoyment around the world by supporting, protecting and promoting the safe and legal consumption of movie and TV content across all platforms.

This is achieved through education, public awareness and research programs, in order to highlight to movie fans the importance and benefits of content protection.

Neil Gane, Managing Director of the Australian Screen Association said; “Our screen industry creates content that tells our local stories and brings us stories from overseas that entertain us, educate us and bind us together. The Australian Screen Association will continue to work with local screen industry organisations to support the careers of emerging and established filmmakers, as well as promote an environment that supports, protects and promotes the safe and legal consumption of movie and TV content across all platforms”.

AFACT, as the operational arm of the ASA, will continue to assist in the investigation and prosecution of commercial-scale content theft operations, by working alongside state and federal law enforcement authorities around Australia. In the last 12 months, AFACT has seized almost 1.5 million illegal DVDs and has shut down several sophisticated criminal organisations found to be distributing illegal DVDs within Australia.

For more information on the Australian Screen Association, please visit www.screenassociation.com.au

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