GOBIERNO DEL PARAGUAY

DIRECCIÓN NACIONAL DE PROPIEDAD INTELECTUAL

Raising awareness trhough passion: «Support football, discourage piracy»

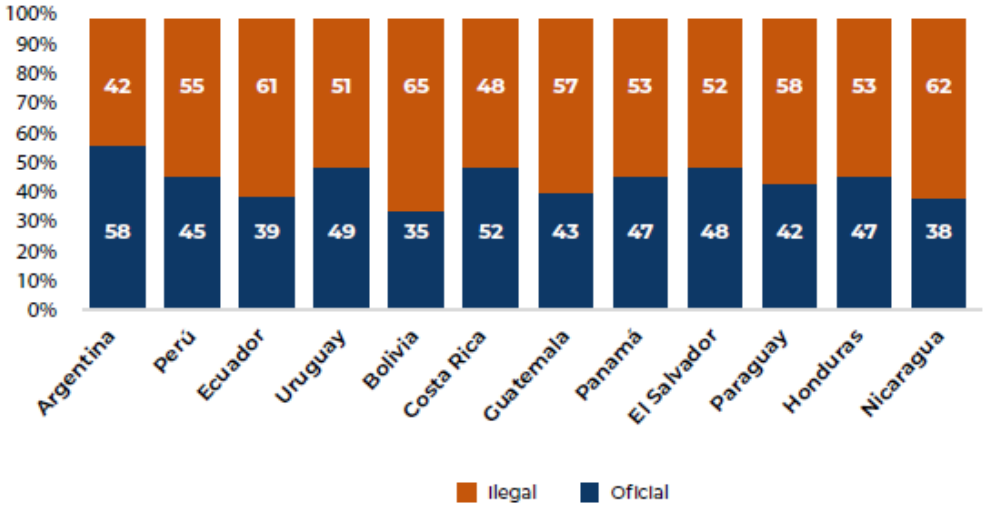
Att. Diego Pérez Bernal, MIPI
Director General of Enforcement
National Directorate of Intellectual Property (DINAPI)

The passion for football in Paraguay

Source: https://www.lanacion.com.py/2016/06/04/los-aficionados-palpitan-el-juego-de-la-albirroja/

Source: APF Image bank (used with permission)

But, this passion also draws piracy..



https://cet.la/estudios/cet-la/dimension-e-impacto-de-la-pirateria-online-de-contenidos-audiovisuales-en-america-latina-edicion-2024/

To tackle this, a plan was drawn up

Develop and implement a national awareness campaign with clear objectives:

- Emphasize that piracy is a crime with legal consequences.
- Highlight the negative impact that piracy can have on the ecosystem of creators, producers and other indirect beneficiaries.
- Focus that piracy also affects football club finances and jeopardizes the rise of new talent.

Source: APF Image bank (used with permission)

Campaign title:

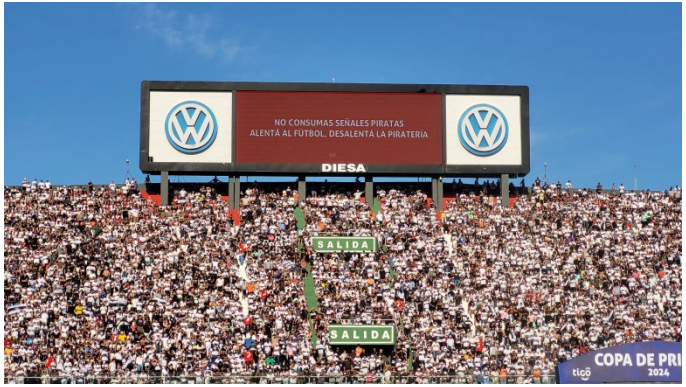
“Support football, discourage piracy”
“Alentá el fútbol, desalentá la piratería”

Strategy for success

- Public-private collaboration.
- All of Paraguay's football clubs joined in this effort (despite their rivalries, they were on the same team in the fight against piracy).
- Rights holders, public entities and other stakeholders also joined the initiative.
- The partnership helped to emphasize the message that piracy in football, as well as the counterfeiting of sports apparel, undermines IP and the country's image, and also harms the businesses that invest in Paraguay.

Phases of the campaign

1. Widespread public awareness.
2. Training a key group.
3. Interagency counter-piracy operation.



First TV Spot

La piratería y retransmisiones ilegales de fútbol son delitos según la Ley n° 3.440/2008 del Código Penal, en su artículo 184, por violación de derechos de autor.

Es un mensaje de

APF Asociación Paraguaya de Fútbol | Gobierno del Paraguay | DINAPI

Con el apoyo de

Policía Nacional del Paraguay | UIP Unión Industrial Paraguaya | tigo SPORTS

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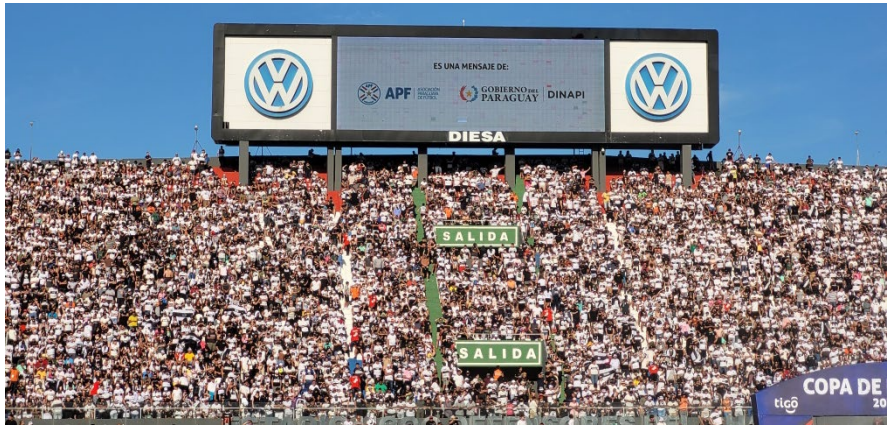
Phase 1: Widespread public awareness

- Aim: Deliver a powerful initial message.
- Campaign kicked off during the Cerro Porteño vs. Olimpia match (Paraguay's top-supported clubs).
- Messages via goalpost installations, banners behind which players posed alongside children wearing campaign vests, screen projections, loudspeaker announcements and interviews (during and after the game).
- A stadium full of fans witnessed a robust and powerful message: **Piracy is a crime that hurts the club you love**.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LA PIRATERÍA
SE ROBA EL GOL
ALENTÁ AL FÚTBOL, DESALENTÁ A LA PIRATERÍA.

ALENTÁ AL FÚTBOL, DESALENTÁ A LA PIRATERÍA.

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EN VIVO
NOS VISITA
DIEGO PÉREZ – DIRECTOR DE LA DINAPI
ALENTÁ AL FÚTBOL DESALENTÁ LA PIRATERÍA

Phase 2: Training a key group

- In the spread of piracy, content creators and influencers have a key role to play, especially among the younger public.
- To address this, the campaign focused on this group, developing a training workshop within DINAPI.
- Experts underscored the legal consequences associated with the marketing and distribution of pirated content. Also, the impact on reputation, possible blocking or demonetization of the accounts and cybersecurity risks.
- Influencers who attended helped to amplify the message by raising awareness among their followers.

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Phase 3: Interagency operation

- Aim: Deliver a firm and well-coordinated counter-piracy response.
- Operation that dismantled an illegal streaming hub running from a residence in Alto Paraná, in the tri-border region of Paraguay, Brazil and Argentina.
- Seizure of hundreds of IPTV receivers and satellites, and other devices such as servers, decoders, antennas and computer equipment.
- Heightened and reinforced public awareness of the consequences of piracy at all levels.

EVIDENCIAS

HBO POP

Second and Third TV Spots

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Conclusion

- The campaign "Support football, discourage piracy" has achieved unprecedented success in Paraguay for implementing coordinated strategies between the public and private sectors, promoting effective compliance of IP rights.
- For success, the campaigns must convey a clear and targeted message, be adequately structured and have clear objectives, identifying target audiences for each phase without being limited solely to broad public awareness, and should also include targeted training strategies for key groups.
- Campaigns must also incorporate effective enforcement actions to demonstrate that there are serious consequences for those who engage in piracy .

More information:

Email: dinapi@dinapi.gov.py
Phone: 021 216 7000

Visit us:

España avenue 323 and Estados Unidos
www.dinapi.gov.py

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