

Technology/digital forward

As content continues to move into the digital realm, the risk of piracy increases and evolves. Piracy hurts the economy because it keeps artists poor and diminishes tax revenues for Governments.



Partners Against Piracy

With the support of MultiChoice Kenya, the Kenya Copyright Board launched Partners Against Piracy, an anti-piracy program that educates Kenyans about the danger that piracy poses to the creative sector. With a budget of KES 3 748 203.60, this three-pronged programme was rolled out on TV, radio and Twitter.

Outcomes



Radio

Ran on two of Kenya's top radio stations:

- Milele FM
- Ghetto Radio



Television

Featured on the country's top TV station, Citizen TV, for two weeks.



Twitter

An interactive Twitter campaign allowed people to engage and ask questions.

Reach: 2 000 retweets
Economic value: \$14 218.19

The campaign was well-received, and Partners Against Piracy has since expanded to Ghana, Tanzania, Angola, Mozambique, Botswana and Malawi. In December 2021, Partners Against Piracy launched the PAP Media Challenge to celebrate journalistic reporting around piracy in Zambia. An awards ceremony, held on 21 March 2022, issued commendations to journalists and media personalities in print, online, TV and radio, among others. Three days later, in conjunction with the CCSA, the South African government launched the Partners Against Piracy initiative.

Between April 2021 and March 2022, Partners Against Piracy welcomed the following groups:

- National Arts Council of Zambia
- Copyright Coalition of South Africa with the support of the South African government
- MultiChoice Malawi
- Copyright Society of Malawi

Reaching into our communities

Technology/digital forward continued

Combating cyber-tracking of Africa's wildlife

In 2018, Irdeto joined forces with the African Wildlife Foundation to combat the illegal animal trade economy and protect animals from wildlife crimes. Together with local law enforcement the partnership has helped locate and arrest those involved in the illegal animal trade by using Irdeto's cybersecurity services. Between February 2021 and May 2022, the team of crawlers and volunteers collected leads from which intelligence reports containing the illegal animal sales and advertisements were delivered. Evidence has since been sent to the AWF to take the necessary steps.

In the past year,

59

volunteers

51 416

web crawlers

helped to track down wildlife crime and online trafficking

