

Creative Content Producers & Publisher Group (CCP&P)

Community Education Campaign

A joint initiative with CAL and various
industry groups

Background of the project

- The CCP&P is a group of industry bodies with common interests. The group is comprised of:
 - AMPAL: Music industry
 - IGEA: Interactive Games & Entertainment
 - SPAA: Screen Industry
 - APA: Publishing industry
 - CAL: facilitator

Main activities of the project

These members of CCP&P agree to:

- Share information on topics of common interest on a confidential and trust basis;
- Respect confidentiality between participants.

The members of CCP&P seek to:

- Educate each other on developments in their industries;
- Identify areas for co-operative action;
- Work on developing best practice models for Member Associations;
- Hold regular meetings on a no less than quarterly basis.

Means and channels used for the activities

- The CCP&P members confirmed a strong interest from their organisations to undertake a collaborative 'pro-creativity' community campaign.
- There is a need for a positive message to go out to the general public to help counter the negative story of enforcement and other such steps, the majority of which have proved to be of minimal effect.

Means and channels used for the activities

- The campaign is to promote the value, both cultural and economically, of creative content while also promoting legitimate sales of that content in whatever formats are applicable including physical product and digital.
- The message is NOT to be interpreted as a anti-piracy campaign – moving right away from asking people not to download illegal files, for example, but to be a ‘thank you for supporting’ message.

Results of the project/activity

- The project is currently at the planning stage.

Further plans for the activity/
new developments foreseen

- The project is currently at the planning stage.

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Additional material

Additional material will be provided at the project progresses.