

## **FOR IMMEDIATE RELEASE**

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### **SPA Made 1993 a Bad Year for Software Pirates**

**January 25, 1994** (*Washington, DC*) -- The Software Publishers Association (SPA) announced today that 1993 was another strong year for its anti-piracy activities. In 1993, phone calls flowed into the association's anti-piracy hotline at a rate of nearly 30 per day. Based on these leads, the SPA took action against 577 organizations. This included 245 audits and lawsuits (resulting in the payment of \$3.6 million in fines and penalties) and 332 cease and desist letters. Of the audits and lawsuits filed, 95% were corporate cases, while the remaining 5% of defendants comprised bulletin board systems (BBS), training facilities, and schools.

Also in 1993, the SPA received five settlements of over \$100,000 each in audit actions. The companies, whose identities must remain anonymous, were illegally using software from dozens of SPA members.

In 1993, SPA initiated its first action against software pirates in Asia with raids on three operations in Singapore. SPA representatives, accompanied by Singapore police officers, raided three retail stores.

Most investigations start with a call to the SPA anti-piracy hotline (1-800-388-7478). Information gathered from telephone conversations

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are then reviewed by the in-house litigation staff. Depending on the strength of the information and the severity of the case, legal action can be taken using cease and desist letters, corporate audits, or Ex-Parte seizure orders.

The SPA also engages in an active public awareness and prevention campaign. To date, over 100,000 copies of SPAudit, the SPA software inventory management tool, have been distributed, 12,000 of them in 1993. This product allows an organization to take inventory of software already installed on their computers in an effort to become software legal. In 1993, the SPA sold 2,040 copies of its Software Management Guide, which contains comprehensive materials for companies to establish a software asset management program.

Over 26,000 copies of a 12-minute informational videotape entitled, "It's Just Not Worth the Risk" and 21,000 copies of an 8-minute educational video, "Don't Copy That Floppy," which targets computer-using schoolchildren, have also been distributed. Lastly, the association maintains an active anti-piracy speakers bureau. Last year, SPA representatives delivered 134 anti-piracy presentations across North America.

The SPA's Executive Director, Ken Wasch, commented, "The trend is very encouraging, with more companies taking responsibility for the legal use of software. There are, however, still areas that require our attention, and our anti-piracy program has continued to be active as we begin the new year."

The Software Publishers Association is the principal trade association of the personal computer software industry. Its over 1,100 members represent the leading publishers in the business, consumer, and education software markets. The SPA has offices in Washington, DC, and Paris, France.