

FOR IMMEDIATE RELEASE
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**CREATIVE CONTENT COMMUNITY, COLLEGE GROUPS
OUTLINE THREAT OF P2P PIRACY, ASK FOR ACTION**

WASHINGTON—In a letter to more than 2,300 colleges and universities, members of the creative content industries this week reached out to the U.S. higher education community to make them aware of, and ask for their help in stopping, the theft of copyrighted works that is plaguing college campuses.

Also this week, six leading higher education associations representing virtually every college and university in the United States sent a separate letter reinforcing the importance of this issue and urging college campuses to consider and establish additional technical measures to combat the illegal online piracy of copyrighted works.

Both letters are attached.

The creative content industries' letter was authored by the Motion Picture Association of America (MPAA), the National Music Publishers' Association (NMPA), Recording Industry Association of America (RIAA), and the Songwriters Guild of America (SGA). It calls for immediate, concrete action, urging academic leaders to adopt and implement policies that:

- Inform students of their moral and legal responsibilities to respect the rights of copyright owners
- Specify what practices are, and are not, acceptable on the institution's digital network
- Monitor compliance
- Impose effective remedies against violators

The letter from the higher education associations was signed by the American Association of Community Colleges, American Association of State Colleges and Universities, American Council on Education, Association of American Universities, National Association of Independent Colleges and Universities, and the National Association of State Universities and Land-Grant Colleges.

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