

## **Media Releases 2010**

### **500 000 DVD's worth R27 million destroyed**

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**Pretoria, June 04 2010** - South African Revenue Service (SARS) officials observed the destruction of close to 500 000 pirated films with an estimated value of approximately R27 million at a metal and plastic recycling plant in Brakpan on Wednesday.

The counterfeit DVDs were seized during operations conducted by Customs Border Control Unit (CBCU) and SARS National Investigations teams in collaboration with various units of the South African Police Service (SAPS) and other stakeholders such as the Southern African Federation Against Copy Right Theft (SAFACT).

The search and seizures took place throughout the year at flea markets, burner labs and other DVD hotspots across the country. The collaborative operations were aimed at disrupting the supply chain in the illicit economy, while also identifying suspected syndicate kingpins with a view to investigate and enforce tax compliance.

Popular titles seized during the operations, included locally produced White Wedding and the internationally acclaimed hit District 9, and popular international films such as Bruno, New Noon, This Is It (documenting the last days of Michael Jackson's life) and the Curious Case of Benjamin Button.

SARS hands over all seized DVD's to SAFACT, the umbrella organisation that protects the interests of stakeholders within the Southern African film, home entertainment and interactive games industries.

SARS remains committed to disrupting and eradicating illicit counterfeiting activities in the South Africa entertainment media in order to protect the local economy, optimise revenue yield, facilitate trade and enlist new tax contributors by promoting awareness of the obligation to comply voluntarily with South African tax and Customs laws.

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