

BACKGROUND

Lucrecia, who is only 18 years old, is a promising young talent who has always lived in an artistic environment, surrounded by cinema and television. Her father was a singer and her mother was a well-known film director.

Her parents always supported her in her decision to perform. That had been her dream since she was a little girl: she would go around acting in front of her friends, her pet and her family. Lucrecia knew early on that she had no intention of making Hollywood movies: she wanted to be independent and talk about issues such as bullying, diversity, self-esteem, and climate change.

Her mother, inspired by Lucrecia's ideas, decided to write a script together with her daughter. This would be a great moment for both of them as well as for Lucrecia's debut as an actress. Thanks to the family's savings, the collaboration of several friends who played in the film, and the participation of a well-known designer friend who helped them with the costumes, they produced the film entitled: *Rebellious Spirit* ("Espíritu Rebelde").

Lucrecia and her mother knew that their work was already protected by copyright since the date of its creation.

Lucrecia's mother got an interview with the new content director of Netflix. The director, after speaking with the creation team, contacted them and offered them a contract to release the film exclusively through Netflix. As part of the agreement, the film would be first released in Europe and then in other countries.

This discouraged them a little since they were hoping to first broadcast their film in their home country, Chile. However, they signed the agreement and a few months later the film was available in the Netflix catalogue.

Several friends warned Lucrecia that Mark had uploaded a link on his social media promoting the film. However, it was a link to an illegal site, Piranha Bay, which allowed free access to the film.

In addition to advertising illegal downloads of the film, ignoring the legal platform Netflix, Mark also encouraged people abroad to download the film, since the content could be viewed from anywhere in the world.

Reading Mark's post, Lucrecia was initially flattered that the film she had written with her mother and in which she played the leading role was having such success that people were looking for alternatives to watch it online. However, that feeling quickly changed and gave way to the need for her invested time and effort to be compensated: long hours of recording, the designer's effort regarding the costumes, the hard work invested in creating the script and the characters...

Moreover, watching the film through a platform other than Netflix could mean that the platform would consider the film a failure and decide not to sponsor any more of her mother's projects.

Lucrecia told her mother what was happening and she contacted Netflix's lawyers immediately.

ACTIONS
TAKEN

The digital platform immediately initiated an infringement action before a court in Madrid, requesting that the people responsible for Piranha Bay be identified and that the links posted by Mark on his social media be removed. Their only wish was to close the "Piranha Bay" website, so that no one else would suffer the damage they had suffered.

Such damage was not only financial, as it also affected Lucrecia's reputation as a rising star and her mother's as a director. Therefore, copyright infringement has consequences in more areas than just the economic one.

OUTCOME

Although the people responsible for Piranha Bay could not be identified, a court order was issued to block access to the website. In addition, a complaint to Facebook and Instagram was made and, consequently, these social networks blocked Mark's posts promoting the illegal download of Lucrecia's film.

LESSONS
LEARNED

Downloading films or other types of digital content without the authorisation of the copyright owner can have negative consequences for those who provide this kind of services and can lead to criminal or civil proceedings.

The infringement of copyright by downloading illegal content not only generates economic damage, but also affects the work and reputation of artists and has a negative impact on the creation and funding of new content.