

# Retailer

## Description:

Retailing is the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or online. A retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to consumers (i.e. YOU!)

## Personal testimony:

Copyright infringement is a really serious issue - not just for film studios and artists but for all retailers as well. UK audio visual industries are losing £500m a year due to copyright infringement. That's almost a quarter (23%) of 2009's income from DVDs and Blu-Ray disc sales being completely lost, rather than being purchased in stores like ours.

But it's not only stores that suffer – ultimately it will be audiences at home and in cinemas who will lose out. The more revenue that is lost due to unauthorised downloading of creative content, the less investment that will be available to be pumped back into the film and TV industry and the choice and diversity that comes with it, meaning fewer films and TV shows in future.

Gennaro Castaldo, HMV,  
leading specialist retailer of music, DVD/  
video, computer games and related products

## Industry facts

Copyright infringement significantly reduces retailers' income and - as with any high street business - that threatens the existence of stores and jobs. This could mean there will be fewer places for us to buy DVDs and Blu-Ray discs, and fewer job opportunities on the high street, and have a knock on effect down the supply chain, such as warehouses, and delivery drivers. The more revenue that's lost to copyright infringement, the less money that's ploughed back into the industry to make more films and shows, so not only will there be fewer places to buy, there'll be less to choose from.

# Questions

- What factors do you think retailers would have to consider when they choose to stock a film?
- How do you think retailers are affected by copyright infringement?

## So why is copyright important?

- By watching genuine films and TV programmes and avoiding unofficial copies, we all support the industry and the people who work hard making the films and shows we like to watch.

# Notes

