

[News story: Crimestoppers campaign funded by the IPO and industry partners](#)

IPO and industry partners have joined together to raise awareness of the risks involved in using illicit streaming devices.

The campaign launches on 1 December 2017 with the aim of raising awareness of the risks involved in using illicit streaming devices for adapted Kodi boxes and Amazon Fire Sticks.

Why is the campaign needed?

- digital piracy is often run by criminal gangs and individuals to make money that is then fed into other serious organised crime
- in our [IP enforcement 2020](#) strategy we explained the importance of tackling IP infringement and reducing the level of illegal content online. This campaign will help us to achieve that
- it is a big issue across the UK. Our Intelligence Hub estimates that a million of these boxes with software added to them to illegally download content have been sold in the UK in the last couple of years
- on a series of product safety tests on streaming devices in the UK, 100% failed to meet national and EU electrical safety regulations and therefore could pose fire and electrical risks to consumers

The campaign is a digital campaign that has videos covering four key risks to consumers:

[Video 1](#)

Children are able to access age inappropriate content due to the lack of parental controls.

[Video 2](#)

Issues around personal security and potential identity theft.

[Video 3](#)

Links from the money made from selling these devices to serious organised crime.

[Video 4](#)

Selling these devices with add-on is illegal as well as streaming the content.

Where can I go to get more information?

[Crimestoppers](#) have created a landing page on their website and we have also produced guidance on [illicit streaming devices](#).