

Before we get started, let's define what we mean by "content." Unlike software, music, movies or games, which are easily identified, content can be a variety of things. In this context, the term "content" refers only to copyrighted works expressed in words, numbers or other verbal or numerical symbols, whether in print or digital format. Examples of content include:

- **Books and e-books**
- **Newspapers and magazines (including the articles)**
- **Databases**
- **Test solutions manuals and other test preparation materials**
- **Industry reports**
- **Newsletters**

Here are some pointers to help you buy only legal content on an auction site:

- Before purchasing content on an auction site, learn about the product(s) you wish to purchase by visiting the content publishers' website. Familiarize yourself with the product and how the product is normally sold, including the pricing, so that you can more easily recognize when a seller is attempting to sell you illegal content. **In some cases, the content may only be sold in print format and never digitally. Pay close attention to this distinction.**

And obviously, when someone is trying to sell you a \$200 textbook for \$20, it is likely to be illegal.

- Don't buy content from a seller who has just appeared and started selling massive amounts of the same book or set of content products.

- Don't buy content from a seller who has placed numerous auctions for the exact same piece of content **(particularly, digital content)**.

- Use caution when purchasing content **(particularly textbooks or test preparation materials)**

being offered from another region of the world. In addition to the potential for piracy, you may be purchasing content that may not have information as current as the US version, may be of lower print and/or image quality, or may be written in another language entirely.

- As you should with ANY purchase being considered on an auction site, don't buy content from the seller outside of the auction site.
- Don't buy content that is being sold on a hard drive ("HDD") or other media storage device. Content is never legally sold in this manner directly to consumers.
- Don't buy textbooks or other content labeled NFR ("not for resale").
- Don't buy content from a seller who does not allow you to use PayPal to pay for the purchase.
- Don't buy compilations of content. For example: multiple products from different publishers on the same CD, multiple years of a magazine, multiple editions of a textbook, or an entire class preparation—often using language such as "everything you need to complete this course!" Legal content is rarely, if ever, sold that way.
- Don't be fooled by the term "Power Seller" or a high rating. Check their user comments—do they have any neutral/negative feedback from buyers claiming fraud by the seller? However, don't solely rely on this information, as copyright owners are not permitted to provide feedback—even when a seller has his auction taken down because it is illegal

What should you do if you come across a seller that you suspect of selling illegal content?

Report them to SIIA by following the links listed on our "About Me" page at <http://members.ebay.com/ws/eBayISAPI.dll?ViewUserPage&userid=siia-anti-piracy1>

The Software & Information Industry Association (SIIA) is the principal trade association for the content and digital content industry. SIIA's Anti-Piracy Division conducts a comprehensive, industry-wide campaign to fight content piracy. The pro-active campaign is premised on the notion that one must balance enforcement with education in order to be effective.