



NEWS RELEASE

For Immediate Release
May 9, 2006

MOVIE PIRATE ARRESTED CAMCORDING *MISSION: IMPOSSIBLE III* IN TAIWAN

***MPA and Industry Training and Reward Programs Pay Off
When Theater Employee Halts Pirate Theft on Film's Opening Day***

Hong Kong – On May 3, following a call from an employee of the Taoyuan Venice Theater in Taoyuan, a suburb of Taipei, Taoyuan County Police officers, accompanied by Motion Picture Association (MPA) Taiwan representatives, arrested a 35-year-old man attempting to illegally camcord *Mission: Impossible III* during its first day of theatrical exhibition in Taiwan.

The officers seized a digital video camera and a Secure Digital Memory Card found by MPA representatives to contain the first 15 minutes of the film. The man was charged with violating Taiwan's Copyright Act and could be subject to imprisonment of up to three years and a fine of up to NT\$750,000 (US\$23,860).

As part of an anti-camcording program the MPA has instituted in Taiwan, three Taoyuan Venice Theater employees will receive monetary rewards for their vigilance and quick action in alerting police to the pirate's activities. The MPA's rewards will be matched by *Mission: Impossible III* distributors Universal International Pictures, and the employees will also receive rewards from the Taoyuan Venice Theater.

"Within hours of the illegally camcording of a film from a theater screen, countless digital copies are available for download via Internet and hard copies are being burned onto DVDs for resale, costing the film industry worldwide billions of dollars every year," said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific, MPA. "The vigilance of the employees of the Taoyuan Venice Theater helped significantly protect not only the filmmakers' business, but also the business of theatrical exhibitors and home video distributors worldwide, the business of the Taoyuan Venice Theater itself, and ultimately, the jobs and livelihoods of everyone – including these employees themselves – who work in the film industry."

Pirate camcording is particularly damaging because it typically occurs at the very start of the distribution cycle, affecting the economic opportunities for the film

throughout the rest of its existence. Films typically are camcordered in the first few days of their release, then distributed in digital form worldwide on peer-to-peer file-sharing networks and other online outlets. Optical disc-replication labs use the pirated films to create illegal DVDs and other optical discs, then sell the physical copies to bootleg dealers around the world.

The MPA's Taiwan anti-camcording program, instituted in 2004, rewards theater employees who identify patrons illegally camcording a movie. Employees may be eligible for a reward of NT\$10,000 (US\$315) for identifying a person operating a video camera or other recording device to copy a movie in a theatre, for immediately notifying the police, for stopping the camcording, and for filing a police report of the incident.

Since May 2003, Taiwanese authorities have prosecuted three pirates caught in the act of illegally camcording movies in theaters. All three pirates received jail sentences, ranging from 20 days to three months.

Piracy in Asia

In 2005, the MPA's operations in the Asia-Pacific region investigated more than 34,000 cases of piracy and assisted law enforcement officials in conducting more than 10,500 raids. These activities resulted in the seizure of more than 34 million illegal optical discs, 55 factory optical disc production lines and 3,362 optical disc burners, as well as the initiation of more than 8,000 legal actions.

***About the MPA:** The Motion Picture Association (MPA) represents the interests of major motion picture companies in the global marketplace. On behalf of its Member Companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Encino, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA's anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA Member Companies include: Buena Vista International, Inc.; Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc.*

#

For more information, contact:

Mike Ellis
MPA Asia-Pacific
65-6253-1033

Margaret Fu
MPA Asia-Pacific
852-2785-8677