



# NEWS RELEASE

**For Immediate Release**  
**May 30, 2007**

## **MPA JOIN WITH TAIWAN GOVERNMENT TO LAUNCH NEW ANTI-CAMCORDING TRAILER IN TAIWAN**

### ***New campaign with Government to combat illegal camcording***

Hong Kong – On May 29 the Motion Picture Association (MPA) and the Taiwan Intellectual Property Office (TIPO) jointly launched a new anti-camcording trailer in Taipei. With assistance from the Government Information Office (GIO) the trailer is to be played at theaters nationwide in Taiwan and broadcast on local television stations.

The trailer raises the awareness of the growing crime of illegal camcording of movies. In a first for an MPA anti-piracy trailer released in Taiwan, the anti-camcording trailer is set in Taiwan with a back-shot of the Taipei 101 building in the opening scenes. Furthering the local flavor, a well known local producer, Mr. Wang Wei Chung, provided the voice over to the trailer.

The MPA produced trailer is jointly sponsored by TIPO and GIO and as a result of the direct actions of the GIO the trailer is to be screened in 131 Taiwanese theatres (697 screens) for the month of June. The trailer will also be broadcast on six Taiwanese Free-To-Air (Taiwan TV, CTV, CTS, FTV, Hakka TV and TITV) stations for a four month period commencing June 1, 2007.

“With five attempted camcording incidents prevented in Taiwan in the last 12 months, illegal camcording is clearly a growing concern in Taiwan and the release of this localized trailer in Taiwan is timely,” said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the MPA. “It is not just Hollywood movies that are hurt by illegal camcording of movies, but local movies and industry also. The MPA are therefore greatly encouraged by the co-operation of the Taiwanese Government in ensuring the message of this anti-camcording trailer reaches as wide an audience as possible.”

The trailer launch comes during a two month long region-wide MPA anti-piracy enforcement campaign, code named Operation Tripod, running in 13 countries and territories across the Asia-Pacific region. While targeting the production, distribution, export and sale of pirated movies throughout the region and around the world, Operation Tripod will also focus on the illegal camcording of newly released titles in cinemas.

By cracking down on the availability of illegally pirated movies in retail shops, markets and street vendors during this peak summer period, when major blockbusters are released, the MPA hopes to protect sales of cinema tickets and legitimate DVDs, and VCDs in the Philippines and throughout Asia Pacific.

Operation Tripod operations will be conducted in Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Korea, Taiwan and Thailand.

### ***Piracy in Asia***

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging\*, US\$1.4 billion to illegal copying\* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate US\$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for US\$1.3 billion.

In 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 legal actions.

*\*Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.*

*\*Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD*

*\*Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

**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 Los Angeles, 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.; 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