



NEWS RELEASE

For Immediate Release
September 19, 2007

TAIWAN STUDENTS WARNED ABOUT PIRACY

TFACT Kicks Off Second Semester Education Campaign

Hong Kong/Taiwan – Taiwan's Foundation Against Copyright Theft (TFACT) representing the Motion Picture Association (MPA), today kicked off a second series of educational seminars in Taiwan's high schools.

The seminars, in cooperation with Taiwan's Intellectual Property Office (TIPO), the Taoyuan District Court and the Ministry of Justice (MOJ), focus on raising high school students' awareness of piracy, and in particular the damage it does to Taiwan's local creative industries.

The campaign originated from discussions between the Taoyuan District Court and TFACT on the general lack of awareness of copyright rights as well as the impact of piracy amongst students. With the enthusiastic support of TIPO and MOJ, TFACT undertook ten education seminars at schools in the spring semester of 2007, speaking to more than 5,000 students and distributing more than 5,000 of MPA's "Illegal File-Sharing: The Risks Aren't Worth It" brochures. The brochures were specially developed by the MPA to warn people that users of peer-to-peer (P2P) file-sharing services risk exposing their computers to harmful viruses, worms, Trojan horses and annoying pop-ups, and risk data loss and identity theft.

Chief Prosecutor, Ms Dai Tung-Li, of the MOJ had this to say "Law enforcement is the last resort in protecting copyrights. Unless we focus on educating students on the need to respect the works of others, the fight against piracy will remain an uphill battle." Ms Dai was instrumental in setting this high school educational campaign in motion.

Echoing her view is Ms. Chang Yu-yin, TIPO's Copyright Chief, "It has always been our top priority to raise public awareness on copyright issues. We are grateful to have this opportunity to cooperate with TFACT. We firmly believe it is important to pass on the right message to high school students and recognize this would take much time and effort. We are however hopeful that in future they will come to value the rights of the creator."

"We are extremely encouraged by this joint outreach effort with the Taiwanese government" said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the MPA. "In this region, education is definitely the way ahead for our anti-piracy youth outreach campaigns. We want to share with young people the importance of respecting intellectual property. They have to realise that if they take movies for free off the Internet they are in effect destroying their own creative industries."

TFACT Executive Director Spencer Yang said "We are delighted to be working so closely with Taiwan's executive and judiciary to spread the message that piracy is an evil that destroys Taiwan's creative industries."

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.*

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