



NEWS RELEASE

For Immediate Release
November 6, 2007

POLICE CONTINUE TO TRACK DOWN PIRATE BURNER LABS IN TAIWAN

Persistence pays in fight against piracy says MPA

Hong Kong/Taipei – On November 3, Taiwan’s IPR Police acting on information provided by the Taiwan Foundation Against Copyright Theft (TFACT), representing the Motion Picture Association (MPA), raided another DVD-R burner lab in Taichung City. One man was arrested in the raid and 47 DVD-R burners were seized. The lab was part of a pirate network targeted by the Police earlier this year.

In addition to the burners, the Police also seized 10,809 pirated DVD-Rs, which infringed 200 MPA member company films, including *The Bourne Ultimatum*, *Die Hard 4.0*, *Harry Potter and the Order of the Phoenix*, *Pirates of the Caribbean: At World’s End* and *Wild Hogs*.

The DVD-R lab was owned by the same pirate syndicate raided by TFACT in April this year, where 73 burners were seized. Undeterred, the syndicate continued to use flyers and offered express delivery services for their pirated discs to customers all over Taiwan. The combined seizure of DVD-R burners could have produced over 5 million pirated optical discs in one year, generating potential revenues almost US\$18 million.

“Persistence pays in the fight against piracy. This is burner lab number 24 that has been taken down by the Taiwanese authorities so far this year” said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the MPA. “By bringing down operations which would have the potential to generate millions of dollars worth of illegal product, they are hitting these big fishes where it really hurts – their bottom line.”

TFACT Executive Director Spencer Yang also praised the IPR Police and noted, “So far this year, a total of 763 DVD-R burners have been seized surpassing last year’s total of 732, indicating a clear trend of pirates moving away from the lower quality CD-R burners to higher quality DVD-R burners.”

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 about the MPA, please visit www.mpa-i.org.*

About the TFA©T: *The Taiwan Foundation Against Copyright Theft was established in 1986 by the Motion Picture Association to protect the film industry in Taiwan from the adverse impact of copyright theft. TFA©T works closely with its supporters, government and enforcement authorities to protect the Taiwan film and television industry, retailers and movie fans.*

#

For more information, contact:

Mike Ellis
MPA Asia-Pacific
65-6253-1033

Margaret Fu
MPA Asia-Pacific
852-2785-8677

Spencer Yang
TFA©T
886-2-2518-1816