



NEWS RELEASE

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POLICE RAID BIGGEST BURNER LAB IN TAIWAN THIS YEAR

93 Burners Seized As Operation Blackout Kicks Off

Hong Kong/Taipei – On November 29, acting on information provided by the Taiwan Foundation Against Copyright Theft (TFACT), representing the Motion Picture Association (MPA), Taiwan's IPR Police and TFACT launched Operation Blackout in Taiwan by jointly raiding a DVD-R burner lab in Pingtung City, Taiwan's southern most city. Police arrested a husband and wife team believed to be the operators of the lab and seized 93 DVD-R burners, the most burners seized in a single raid so far this year.

Also seized were 25,000 pirated discs, infringing 120 MPA member companies' titles, including American Gangster, which has not yet been released theatrically in Taiwan, Rush Hour 3, No Reservations and Evan Almighty.

The lab distributes via flyers and supplies pirated discs to every corner of Taiwan through express delivery. Had the operation remained in business for one year, it could have produced almost five million pirated discs, generating potential revenues of US\$15 million.

The raid is the first carried out during Operation Blackout, a region wide enforcement campaign aimed at increasing anti-piracy actions over the northern winter holiday season of December 2007 through January 2008.

Taiwan is among the 13 countries where Operation Blackout will be carried. The other countries are Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Korea and Thailand.

"This is the 27th burner lab raided by the Taiwanese authorities in 2007, from which a total of 1,031 burners have been seized. These burners could have produced over 50 million pirated discs, generating an estimated US\$150 million in potential revenues", said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association. "Their efforts this year has done great damage to the pirates operating in the country. The MPA salutes the Taiwanese authorities for their commitment to the cause".

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 \$1.2 billion came from piracy across the Asia-Pacific region, while piracy in

the U.S. accounted for \$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 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.; 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.*

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