



NEWS RELEASE

For Immediate Release

Sep 19, 2008

Taiwan IPR police raid office of Taiyu Book Publisher Co Ltd

Staff caught engaging in Movie Piracy to promote sale of text books

On September 10, based on information provided by a member of the public, the IPR Police with assistance from the Taiwan Foundation Against Copyright Theft (TFACT), representing the Motion Picture Association (MPA) in Taiwan, raided a branch office of Taiyu Book Publisher Co. Ltd. in Kaohsiung County, a well-known publisher of high school text books in Taiwan. As a result of the raid 12 employees are likely to be prosecuted for copyright infringement.

In total the IPR police found 1,610 pirated discs and 15 DVD-R burners, along with a computer with a further 66 pirated movie files in its hard drive. 51 of the discs and all the pirated computer movie files infringed MPA member company titles, including "Hellboy 2," "The Mummy 3," "Hancock," and "Iron Man,".

On September 18, all 12 staff from the sales department of the office (two managers and 10 salesmen), were called down to the police station to be interviewed. It was discovered that the pirated movies were burned for use as PR gifts for school teachers who ordered textbooks for their students. The staff claimed that the movies were provided to teachers as supplementary materials for instruction. Following the interviews, all the employees will be indicted for the infringement of copyrights, though there is no evidence that the Taiyu company was aware of or in any way involved with, the operation.

Spencer Yang, the Executive Director of TFACT, noted "Educational textbooks are to educate our next generation and it is ironic and highly disappointing that those involved in the selling of educational textbooks should engage in copyright infringement."

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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 2007, the MPA's operations in the Asia-Pacific region investigated more than 36,200 cases of piracy and assisted law enforcement officials in conducting nearly 13,000 raids. These activities resulted in the seizure of more than 31 million illegal optical discs, 40 factory optical disc production lines and 6,400 optical disc burners, as well as the initiation of more than 10,000 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 and Motion Picture Association - International (MPA) represent 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.

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