



# NEWS RELEASE

**For Immediate Release**  
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## **TFACT TO MARK WORLD IP DAY WITH MOVIE MARATHON IN TAIWAN**

### ***Three Movies Back-To-Back To Raise Awareness Among Youths About Copyright Infringement***

Hong Kong / Taipei - To mark World Intellectual Property Day on April 26, Taiwan Foundation Against Copyright Theft (TFACT), representing MPA has organized a range of activities, including a movie marathon, school outreach activities, radio interviews, and the debut of an anti-camcording poster, designed to raise awareness among youths about the importance of respecting intellectual property rights - the theme of World IP Day 2008.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. The day is primarily a chance to reflect on the importance of human innovation and celebrate the important role that IP plays in our daily lives.

The highlight of these activities in Taiwan is a movie marathon jointly organized with Taiwan Intellectual Property Office (TIPO) for youths to mark World IP Day. Three movies, *Pursuit of Happyness*, *No Reservations*, and *Stardust*, have been lined up for those who are willing to pledge to respect copyrights in their daily lives. Over 500 people have signed up for this event, which will be held at Showtime Cinemas, Taipei.

“Internet piracy is a major problem in Taiwan and is a popular activity among the youths. They need to be more aware of the fact that piracy adversely affects the industry and the people who create the movies that they love” said Spencer Yang, Executive Director of TFACT.

The Director General of TIPO, Ms. Mei-Hua Wang said: “This movie event is an excellent outreach effort to engage our youths. It will highlight to them that their support is vital to ensure a vibrant film industry.”

Member of Parliament, Mr. Kuo-Liang Hsieh, who led the revision of the Copyright Law added: “Copyright protection is not only about enforcement. Education is key and we commend TFACT’s initiatives on this front.”

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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](http://www.mpa-i.org).*

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