



NEWS RELEASE

For Immediate Release
February 5, 2008

105 BURNERS SEIZED BY IPR POLICE IN TAIWAN'S LARGEST SEIZURE SINCE 2007

***Burners Capable of Producing 5.6 Million Illegal Discs Per Year;
Pirate's Dream of Making a Fortune During the Chinese New Year Break Busted***

Hong Kong/Taipei – On February 4, acting on information provided by a citizen, TFACT (Taiwan Foundation Against Copyright Theft, representing MPA at Taiwan), and the IPR Police jointly raided a DVD-R burner lab in Taoyuan County, arresting four men, aging from 14-37, seizing 105 DVD-R burners, making it the largest seizure since 2007.

Along with the burners, police seized over 5,700 pirated discs, which infringed 180 MPA member companies' titles, including National Treasure: Book Of Secrets, American Gangster, I Am Legend and Sweeney Todd: The Demon Barber of Fleet Street.

The DVD-R lab is operated by a family that provides pirated discs to night markets in the Taoyuan and Hsinchu areas. It is estimated that the burners seized could have produced over 5.6 million pirated discs per year, generating potential revenue of over US\$17 million.

"The seizure is particularly significant as it occurred two days before Chinese Lunar New Year," said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association. "It is traditionally the hottest season for DVD sales and rent, and is certainly a big temptation to pirates."

"The raid by IPR Police sends a strong message to copyright pirates that the war against piracy takes no holiday and we remain fully committed to supporting the Taiwan law enforcement agencies in their anti-piracy efforts."

In Taiwan, it is frequently the case that pirated movies are individually burned onto optical discs using CD-R or DVD-R burners. Burner labs can contain dozens of burners, capable of producing millions of pirate CD-Rs or DVD-Rs per year. In 2005 and 2006, more than 2,427 optical disc burners were seized in TFACT/MPA operations in Taiwan.

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 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.*

#

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