



NEWS RELEASE

For Immediate Release

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ANTI-CAMCORDING DVD “MAKE A DIFFERENCE 3” PREMIERES AT CINEASIA 2010

***Over 400 DVDs Distributed To Participants At Asia’s Largest Movie Industry
Convention***

Singapore/Hong Kong: The Motion Picture Association (MPA) today launched its latest anti-camcording training video, titled ‘Make A Difference 3’ (MAD 3), to motion picture exhibitors and distributors attending CineAsia 2010.

MAD 3 is an updated version of a training video produced by the MPA that provides guidelines to cinema staff on how to prevent illegal recordings, featuring Australian actor Roy Billing, this year’s recipient of the MPA Asia Pacific Educator Award.

CineAsia, the annual movie industry convention and trade show now in its 16th year is being held in Hong Kong from December 7-9 at the Grand Hyatt.

Over 400 participants received a copy of the DVD and training package at the convention. More will be distributed to all cinemas across the region.

“This latest version of our ‘Make A Difference’ training package for cinema staff will serve to keep exhibitors abreast of the latest technology being used by these criminal syndicates and assist them in identifying camcorders making these recordings,” said Mike Ellis, President and MD MPA Asia Pacific. “However, this effort to address camcorder source piracy will require the joint cooperation and commitment of all stakeholders. We will continue to look to our exhibition partners, local filmmakers, governments and enforcement agencies to raise public awareness, step up on security, enact specific legislation and offer rewards to deter camcords coming out of the region.”

More than 90% of newly released movies that illegally end up on the Internet and in street markets around the world originate from illegal recordings being made in cinemas. These recordings often appear online within hours or days of a movie premiere, triggering an avalanche of illegal downloads that can significantly impact a film’s performance at the box office and throughout its distribution cycle.

This year so far there have been 99 illegal recordings forensically matched to theaters in the Asia-Pacific. This represents a 20% increase over the same period in 2009, when there were 82.

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About the MPA: The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. To do so, it promotes and protects its member companies' intellectual property rights and conducts public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film industries in each country including foreign and local filmmakers alike.

The organizations' worldwide operations are directed from its headquarters in Los Angeles, California and overseen in the Asia Pacific by a team based in Singapore. Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit www.mpa-i.org.

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