



NEWS RELEASE

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JAREUK KALJAREUK RECEIVES ASIA-PACIFIC AWARD FOR PROMOTING COPYRIGHT PROTECTION

First Thai to be Presented with Motion Picture Association A.C.E. Award 2008

Hong Kong: Renowned Thai producer and director Jareuk Kaljareuk was the recipient of the third Asia-Pacific Copyright Educator (A.C.E.) Award today in recognition of his outstanding contribution to the protection of intellectual property rights within the Asia-Pacific region.

The Award was presented to Kaljareuk by the Motion Picture Association (MPA) at the annual CineAsia movie industry convention and trade show, being held in Macau from December 9 - 11.

Presenting Kaljareuk with the Award, Mike Ellis, President & Managing Director Asia-Pacific Motion Picture Association said, "Despite the challenges faced in Thailand, Jareuk Kaljareuk has worked tirelessly with the MPA on several fronts. In particular, he led the local industry to support anti-camcording efforts and is promoting the establishment of a local coalition to support enforcement, PR and outreach efforts to fight piracy."

"Kaljareuk's tremendous leadership, generosity and enthusiasm set a good example for many of us in the industry. We wish the industry had a partner like him in every market in the Asia-Pacific region."

Kaljareuk has a long and distinguished track record in Thai film industry as a multiple award-winning TV and film producer as well as a technological innovator. He serves as the President of the Federation of National Film and on the Board of Advisors of the Thai Television Broadcasting Association.

Speaking after receiving the Award, Kaljareuk said: "I feel very honoured to receive this award. I would like to thank the Motion Picture Association for their unstinting support of the Thai film industry in this important fight against pirates who don't care for the creative efforts of others."

CineAsia, now in its 14th year was being held at the Wynn Macau. The Final Night Banquet and Awards Ceremony have been established to recognize outstanding achievements of some of the motion picture industry's most celebrated and deserving individuals and organizations.

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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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