



THE MPA ASIA-PACIFIC CONTENT PROTECTION REPORTER

Issue 01 - 2010



REGIONAL FOCUS ON ANTI-CAMCORDING PAYS OFF

Camcording is one of the MPA's top priorities in the Asia-Pacific region, and our efforts appear to be paying off, with the number of illegal camcordings forensically identified as having originated from the region having seen a sharp drop. Compared to 125 in 2008, 95 were identified in 2009 – a 24% reduction year on year. The region's share of camcordings globally has also dropped. In 2008, Asia-Pacific accounted for 13% of global camcording; that figure was 9% in 2009.

Particular success stories within the region include Hong Kong, which recorded no illegal camcordings last year after 10 were identified in 2008, and the Philippines and Thailand, where the number of illegal camcordings dropped by half.

Rewards have spurred cinema staff to spot illegal camcoders, but several high-impact arrests with convictions and/or fines also seem to have had an effect in Hong Kong and the Philippines. In Australia, the publicity generated from Operation Omen,

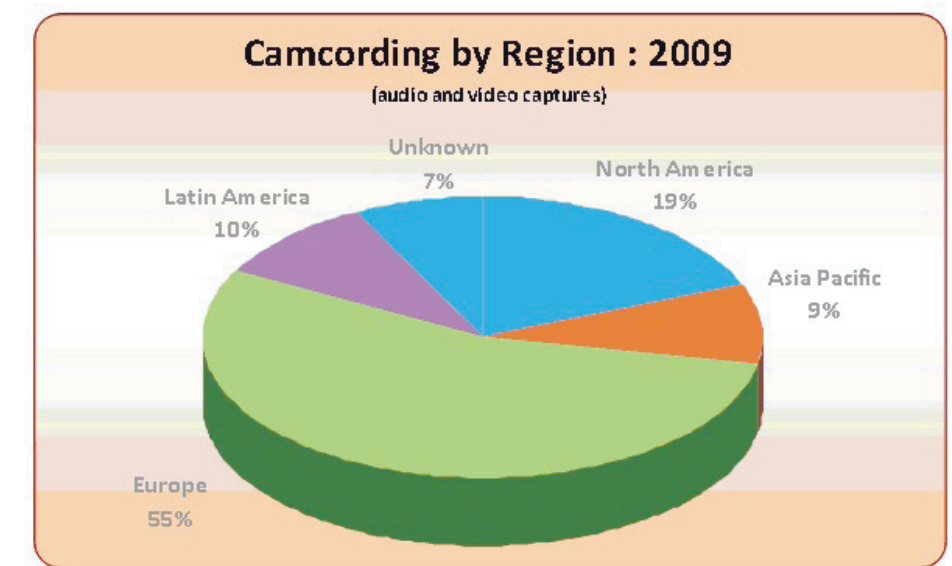


Figure 1: Global camcording by region 2009

in which camcords were traced back from globally available pirate copies to a young man in Sydney, who was subsequently convicted, was one of the highlights of the enforcement year.

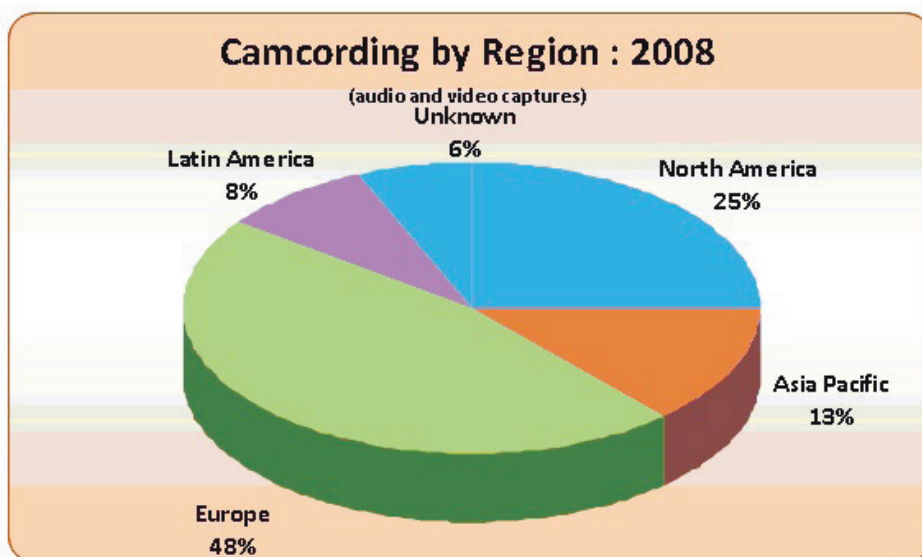


Figure 2: Global camcording by region 2008

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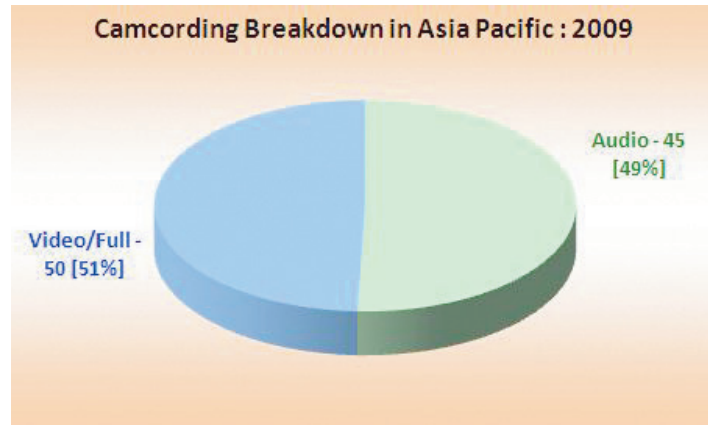
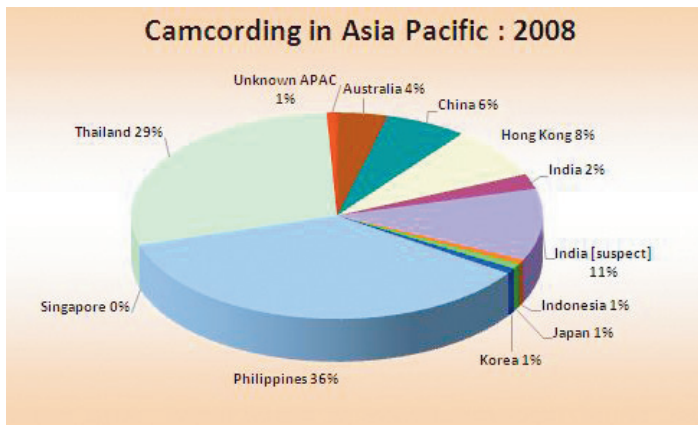
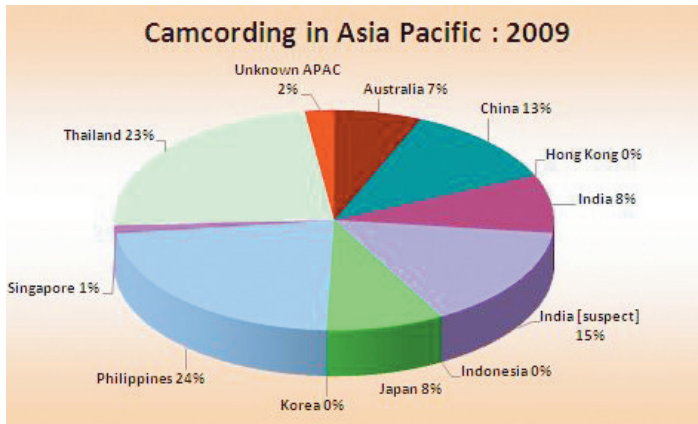
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Joint outreach with local film industries was a key factor in raising public awareness. In China, the launch of an anti-camcording awareness campaign involving local film celebrities achieved widespread media coverage, and in India, the launch of the MAD 2

with the latest version alerting audiences that audio recordings are also illegal.

However, the incidence of audio recordings continues to rise. This is critical as audio recordings are used for dubbing video sourced elsewhere. In 2008, 26 audio recordings were identified as having come from Asia-Pacific, representing a 21% share of the global total. In 2009, the number of audio recordings increased to 43, almost half the global total. In both Thailand and Japan, as the risk of making full camcordings increased, more audio recordings than video camcordings were identified. Measures are being put in place to both interdict illegal audio recordings and raise public awareness that audio recording is illegal.

The number of illegal camcordings identified as having originated in China and India has also risen. Plans are being drawn up to tackle the problem jointly with the local film industries through outreach and training, and to obtain greater commitment from local exhibitors and enforcement agencies to implement stringent security measures.



Figures 3 & 4 : Camcording statistics in Asia-Pacific 2008-2009
*India [suspect] refers to Hindi audio

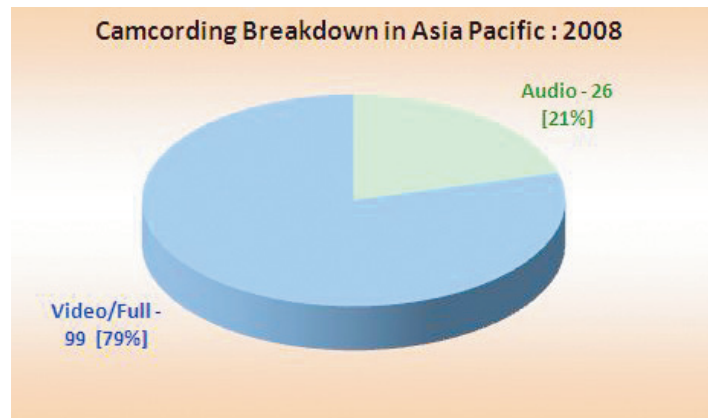
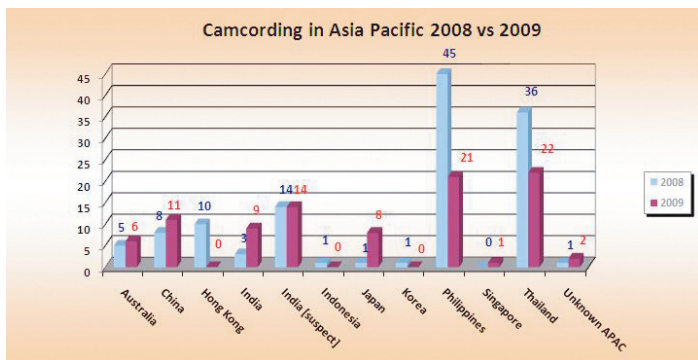


Figure 5: Camcording in Asia-Pacific 2008 vs 2009

Figures 6 & 7: Camcording Breakdown in Asia-Pacific 2008 & 2009

campaign also garnered significant media attention. The MPA also conducted anti-camcording training sessions in five major Indian cities for staff from all five major multiplex chains, and plans to train staff in independent cinemas.

In Thailand, training is being conducted for cinema staff in Bangkok and rural areas, and since 2008 the MPA has displayed anti-camcording posters in theatres in Bangkok and its suburbs,

Going forward, as day-and-date releases are scheduled with increasing regularity around the region, the three-pronged strategy of effective coordination among stakeholders, extensive physical presence and comprehensive training and outreach will remain the foundation of the MPA's anti-camcording efforts.



HUNDREDS OF THOUSANDS OF PIRATED DVDS DESTROYED IN NSW

At a ceremony held in November 2009, the Australian Federation Against Copyright Theft (AFACT) destroyed 780,000 illegal DVD movies seized in NSW Police, Victoria Police and Federal Police anti-piracy operations.

Speaking at the event, NSW Police Minister Michael Daley said: "During film piracy enforcement, police have uncovered links between film piracy and a range of other serious criminal activity including drugs, weapons, fraud and the supply of child pornography."

"That's why today's destruction of 780,000 pirated DVDs marks a cornerstone in the important work conducted by the NSW Police force to combat these crimes. This sends a message to would-be movie pirates that these criminal rackets will be shut down and copyright laws diligently upheld."

Also attending the destruction ceremony were local DVD store owners and Australian actors Susie Porter (*East West 101*, *The Jesters*) and Roy Billing, best known for his role as Aussie Bob Trimbole in *Underbelly*, who said: "These criminals are taking away our livelihood ... so to see [these discs] destroyed is a source of great glee."

Joining AFACT at the event was Crime Stoppers CEO Peter Price, who said Crime Stoppers had received a number of calls that had led to arrest and successful prosecution in cases involving movie piracy.



NSW Police Minister Michael Daley, NSW Assistant Police Commissioner Bob Waites, and actors Susie Porter and Roy Billing view some of the 780,000 pirated DVDs before they are destroyed.



Television and radio reporters view pirated DVDs ready for destruction.



From left, actors Roy Billing and Susie Porter, NSW Assistant Police Commissioner Bob Waites, AFACT Executive Director Neil Gane, NSW Police Minister Michael Daley, and NSW Crime Stoppers CEO Peter Price view some of the seized DVDs and DVD burners ready for destruction.



WAR ON PIRACY PROGRAM GARNERS TOP VIEWER NUMBERS IN PRIME TIME BROADCAST SLOT

The *War on Piracy* was the focus of *Channel 7 Sunday Night*, the most-watched TV program in Australia in its prime time slot on June 28, 2009, garnering an above-average viewership of 1.4 million. The program focused primarily on the impact of movie piracy and

its links to organized crime in Australia, but also highlighted key regional issues such as the need for anti-camcording legislation and deterrent sentencing. The program is available for viewing at the AFACT website: <http://www.afact.org.au/>.



AUSTRALIAN CONVICTED OF RUNNING GLOBAL PIRACY OPERATION

On August 13, 2009, 35-year-old Victoria resident Mathew Zore appeared before Melbourne Magistrates Court charged with six serious offences relating to a global piracy operation. The charges followed Australian Federal Police (AFP) raids targeting the illegal manufacture, distribution and sale of infringing music and movies.

Search warrants issued in the case followed an investigation involving British law enforcement authorities, the AFP, and investigators from AFACT and MIPI.

When Federal Police raided Zore's home in the Melbourne suburb of Bentleigh East, they seized more than 7,000 infringing discs destined for customers around the world, including in the U.K. and the U.S.

In sentencing Zore, Magistrate Hawkins took into account his plea of guilty, recorded a criminal conviction and fined him A\$24,000 (US\$22,000) plus prosecution costs.



STUDENTS DECIDE "NOTHING BEATS THE REAL THING!"

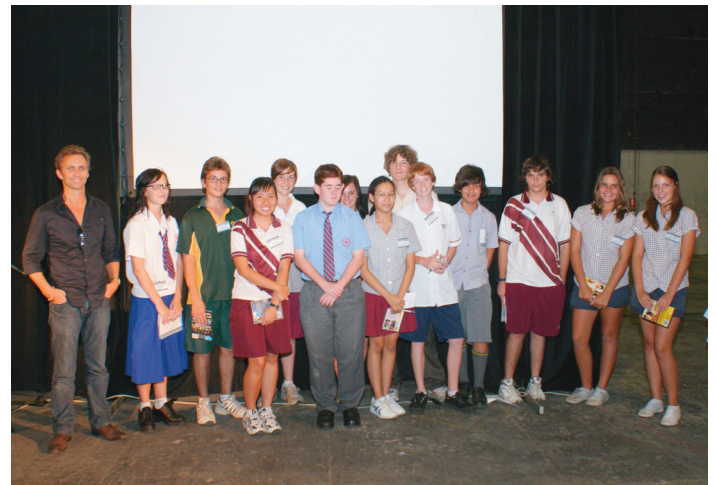
Hundreds of students from Gold Coast secondary schools converged at Warner Roadshow Studios in February to take part in the "*Nothing Beats the Real Thing!*" Civics & Citizenship Youth Challenge, focused on how copyright, creativity and citizenship shape our society. In the constantly evolving digital arena, the course posed questions concerning the value of screen content, how films and television shows are distributed, and how choice about content consumption has consequences that impact the community.

Students from different schools teamed up to create a self-devised advertisement aimed at convincing others to respect the copyrights of films and television shows. The students wrote storylines, rehearsed, and presented their advertisements to their peers, who then selected a winner at the end of the session.

Special guests from two Australian productions currently shooting at the Warner Roadshow Studios visited the students during their session: Andrew Wight, the co-writer and producer of James Cameron's 3D cave-diving thriller *Sanctum*, and actors Emily Robins and Miles Szanto from *The Elephant Princess*.

Sanctum creator Andrew Wight said that he was heartened by the positive response from students. "Everyone loves the movies, but few know the extent of the creativity and hard work that goes into producing the final exciting product. However, I'm pleasantly surprised by how much the students want to talk about valuing film content and how today's experience might be the catalyst for some brilliant new filmmaker to come up with a new idea for a film and kick start new careers in our industry."

Taking a short break from filming a scene, actor Emily Robins said, "It was great to meet the students and share the filmmaking experience



Winners of the 'Nothing Beats the Real Thing!' Youth Challenge Role Play

with them. They were really interested in how we put the show together, and said they'll watch it in a whole new way when the next season comes out."

The Youth Challenge on the Gold Coast was created by educational program developers Ryebuck Media and the Australian Teachers of Media (ATOM), on behalf of the Intellectual Property Awareness Foundation (IPAF), an organization formed by the Australian film and television industry.

Commenting as the event got underway, IPAF Chair Maureen Barron said that young people have a remarkable ability to make reasonable choices and determine the type of society they want to live in: "Research has revealed that 73% of 13-17 year olds would be less likely to access illegal content once they understand the creativity and hard work involved in the production and distribution of films and television shows. We find that extremely heartening, and it gives us faith that future generations, who are our creators of tomorrow, will share a healthy respect for screen content."



COOPERATION IS KEY TO STRENGTHENING CHINA'S CONTENT PROTECTION

In October 2009, MPAA President and COO Bob Pisano addressed audiences at the Second China International Copyright Expo held in Beijing. While acknowledging content protection efforts that have been made by the Chinese government to date, Pisano made it clear that progress remains to be made in fighting piracy within mainland China and specifically called for greater cooperation among industry players.

Pisano pointed out that the damage caused by Internet piracy is not limited to overseas entertainment companies, and curtails the development of the entertainment industry within China, making collaboration on content protection issues of strong mutual benefit.

Pisano's visit also marked the signing of a Memorandum of Understanding (MOU) aimed at strengthening cooperation between the China Film Copyright Association (CFCA) and the MPA.



Mike Ellis, MPA President and Managing Director, Asia-Pacific, signing the MOU with Zhu Yongde, Chairman of the CFCA.



US-CHINA ROUNDTABLE EXPLORES CO-PRODUCTION OPPORTUNITIES

MPA President and Managing Director, Asia-Pacific Mike Ellis delivered the opening address at the China-US Co-Production Roundtable in September 2009. The Roundtable was organized jointly by the China Film Co-Production Corporation (CFCC) and the Motion Picture Association and supported by the Film Bureau of China's State Administration of Radio, Film and Television (SARFT). The event was made possible with support from MPA member companies. Sanford Panitch, President of Fox Co-Production International, who delivered a keynote speech on co-production from a global perspective, was joined at the Roundtable discussion by a dozen regional executives from all six MPA member studios.

Chinese government and industry representatives attending the event included Zhang Pimin, Vice Minister of SARFT; Zhang Hongsen, Deputy Director-General of the Film Bureau, SARFT; and Zhang Xun, General Manager of CFCC. Representatives from China's leading movie studios, private production houses and distributors included

Jiang Ping, Vice President of China Film Group Corporation; Yu Dong, CEO of Polybona Films International; and Wang Changtian, President of Enlight Media.

The event provided a chance for participants to get to know one another and explore co-production opportunities presented by

the growth in China's movie market and increased distribution of Chinese movies overseas. While acknowledging the great potential for increased co-productions, the participants recognized a wide range of issues requiring resolution, including origin status of co-productions, marketing and distribution rights, and revenue sharing.



Representatives of the MPA, its member companies and SARFT join U.S. and China film industry leaders at the US-China Co-Production Roundtable



ALERT STAFF HELP STEM ILLEGAL CAMCORDING IN HONG KONG CINEMAS

On four separate occasions last year, alert cinema staff members spotted patrons who were camcording and alerted the authorities, leading to the arrests of four people.

Two ceremonies were held, at the UA Langham Place Cinema and the AMC Cinema at Festival Walk, to recognize the efforts of these cinema staff members. Letters of appreciation



Industry representatives and cinema staff members following the presentation of letters of appreciation at the AMC Cinema at Festival Walk.

and reward payments of US\$256 (HK\$2,000) were presented to each employee by Sam Ho, Executive Director and General Manager of IFACT-GC. The employees were also presented with Sony Blu-ray disc players and Blu-ray discs, courtesy of Sony Pictures Home Entertainment (SPHE).



Letters of appreciation were presented to cinema staff members at the UA Langham Place Cinema in Mongkok



WORLD CUSTOMS ORGANIZATION RECOGNIZES MPA CONTRIBUTION TO IPR PROTECTION IN HONG KONG

In January 2010, the Motion Picture Association (MPA) was presented with a Certificate of Merit from the World Customs Organization (WCO), in recognition of its collaboration over the years with Hong Kong Customs on IPR protection in Hong Kong. The MPA was one of four organizations recognized for their contributions.



IFACT-GC Executive Director Sam Ho receiving the Certificate of Merit from Hong Kong Secretary of Commerce, Rita Lau Ng Wai-Lan

At an event marking International Customs Day 2010, ten Certificates of Merit were presented to private sector representatives and Hong Kong Customs officers on behalf of the World Customs Organization by Rita Lau Ng Wai-lan, Hong Kong Secretary for Commerce and Economic Development.

In 1984, the WCO designated January 26 "International Customs Day" with the aim of fostering closer working relationships among Customs authorities and promoting international trade. The theme for International Customs Day 2010 was "Customs and business: improving performance through partnership" and the award of Certificates of Merit recognizes the importance in facilitating and safeguarding world trade of the partnership between customs organizations and private sector stakeholders.

"The Hong Kong Customs and Excise Department is renowned throughout the region for its professionalism and dedication," said Mike Ellis, MPA President and Managing Director, Asia Pacific. "It is an honor for the MPA to have its contribution recognized by this award from the World Customs Organization."

Representing 176 Customs administrations across the globe, the WCO is an independent inter-governmental body founded in 1952 with the principal objective of enhancing the effectiveness and efficiency of Customs administrations.



TRI-PARTITE POLICE OPERATION HITS MOVIE PIRACY IN PEARL RIVER DELTA

A three-month-long operation by enforcement authorities in Hong Kong, Guangdong and Macau, codenamed "Thunderbolt 09", was launched on August 21, 2009 to tackle organized and cross-border crime, including vice-related crimes, gambling, drugs and movie piracy. Several organized crime gangs operate across Hong Kong, Guangdong and Macau and are widely involved in extortion, prostitution, drugs and copyright piracy.

On September 24, the Hong Kong Police Force announced that the massive, coordinated crackdown on organized crime in Guangdong, Hong Kong and Macau had resulted in the arrest of 1,959 people and seizures worth more than HK\$42 million (US\$5.5million).

During the operation, police searched 7,000 premises, including discos, amusement game centers, massage establishments and residences, shutting down 39 vice



Some of the seized items from Operation "Thunderbolt 09"

establishments and 17 illegal gambling dens. Seizures included pornographic and pirated discs worth about HK\$7 million (US\$900,000). Seizures also included two

illegal handguns, illegal drugs and illegal betting records.



MPDA JOINS HANDS WITH MULTIPLEXES TO STOP CAMCORD PIRACY



Anti-camcording training conducted in Delhi

The Motion Picture Distributors Association (India) launched the Make-A-Difference (MAD) anti-camcording training initiative with Indian multiplexes PVR and BIG Cinemas in September 2009. MPAA CEO and Chairman Dan Glickman demonstrated by video how more than 90 percent of newly released movies that end up appearing as pirate copies

on the streets and on Internet sites around the world originate from illegal camcordings made in cinemas, and MPA President and Managing Director, Asia Pacific Mike Ellis showed how sustained anti-camcording campaigns have curbed source piracy throughout the Asia-Pacific region. MPDA Managing Director Rajiv Dalal spoke about the

need for anti-camcording legislation in India to empower exhibitors and law enforcement to take effective action against perpetrators.

PVR Cinemas Chief Executive Officer Amitabh Vardhan and BIG Cinemas Chief Operating Officer Tushar Dhingra later spoke about the economic impact of film piracy and how the Make-A-Difference anti-camcording training program will help to preserve theatrical revenues. Fame Adlabs, Fun Republic, INOX and other cinemas will also be part of this nationwide training initiative to raise awareness of unauthorized recordings in cinemas.

Following the MAD launch, MPDA India provided anti-camcording training in Delhi, Mumbai and Bangalore. Multiplex chains PVR, Big Cinemas, Fun Cinemas, Fame Adlabs & Cinemax participated, and 250 cinema managers were trained in anti-camcording security measures. In 2010, MPDA India will expand the training program widely throughout India, and include single screen theatre managers in the training sessions.



MPDA INDIA INVOLVED IN ENFORCEMENT RAIDS ACROSS MUMBAI

In December 2009, MPDA (India) participated in extensive enforcement raids across the country's commercial capital of Mumbai. A total of 20 raids were conducted, and more than 35,000 pirated discs seized, with 15 people arrested. The first raid was conducted in the suburb

of Andheri, where 8,257 DVDs were recovered. Raids were then conducted in Malad, where 24 DVD burners and 5,959 DVDs were seized. Other successful raids targeted the areas of Bandra, Khar, and Santacruz, where pirated copies of *Avatar* and *2012* were seized.



JAPANESE POLICE ARREST MAN FOR ILLEGAL ONLINE DISTRIBUTION OF MOVIES

On August 17, 2009, officers from the Saitama Prefectural Police Headquarters and Kawagoe Police Station, Saitama Prefecture, assisted by investigators from JIMCA, raided and arrested Takayuki Hamaura, a 28-year-old unemployed man, at his residence in Kawaguchi City, on suspicion of infringement of the right of public transmission under the Copyright Law. In May, JIMCA investigators reported the illegal uploads to Saitama police, who started investigations leading to the arrest.

The suspect, well known on 2ch.net, the most popular bulletin board in Japan, is believed to have used the online screen alias "GodBird" on Share, a file sharing program similar to Winny. Using his home

computer, he uploaded movies, some of which were camcorder versions, onto Share. The police are investigating the source of Hamaura's illegal copies.

The illegal movie files include MPA member companies' titles *Harry Potter and the Half-Blood Prince*, which was playing in cinemas at the time, *Watchmen*, *Terminator Salvation* and *Angels & Demons*.

The suspect is believed to have distributed more than 260 movie, music and animated film titles over the preceding nine months. If convicted, he faces up to 10 years imprisonment and/or a fine of up to JPY10 million (US\$105,481).



AT PUSAN INTERNATIONAL FILM FESTIVAL, MPA ADVOCATES NEED FOR GRADUATED RESPONSE SYSTEM

In October 2009, Mike Ellis, President and Managing Director, MPA Asia-Pacific, spoke to participants attending the Copyright Protection Symposium in Pusan, Korea on the need for a graduated response system to address the threat of online P2P piracy. This event formed part of the annual Pusan International Film Festival (PIFF) and

involved both Korean and international movie production companies. Approximately 80 people attended the symposium, including Kathy Kim, CEO of CJ Entertainment; Hyun Chul Kim, Director of the Korea Copyright Commission; Yoda Naoshi, executive director of the Japanese Distribution Association.



MALAYSIAN AUTHORITIES CRACK DOWN ON WEBHOSTING COMPANY THAT HOSTED PIRATE SERVERS

On January 20, a team of four enforcement officers from the Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC), assisted by officers from the Malaysian Communications and Multimedia Commission (MCMC), Cybersecurity Malaysia and the Malaysian Federation Against Copyright Theft (MFACT), which represents the MPA in Malaysia, raided the Kuala Lumpur-based AIMS Datacenter, which had rented server space to Piradius Sdn Bhd, a company providing webhosting services to websites hosting infringing movie content.

Following investigations, MDTCC officers found copies of MPA member company titles, including *Avatar*, *G.I Joe – The Rise of*

Cobra and *Transformers – Revenge of the Fallen* on the websites <http://tbkresources.org>, <http://freakytor.org> and <http://scum.in>.

This is not the first time that webhosting companies in Malaysia have found themselves in a tight spot with the authorities. In June 2008, Shinjiru Technology Sdn Bhd was ordered by MDTCC to shut down 19 websites that were hosting infringing copies of movie titles. Shinjiru was also in trouble last year when it was ordered to shut down two Torrent sites - Superfondo and Leechers Lair.



DVD-SNIFFING DOG PADDY ASSISTS IN SEIZURE OF MORE THAN 20,000 PIRATED DVDS

On November 2, 2009, a team of 30 enforcement officers from the Ministry of Domestic Trade and Cooperative Consumerism (MDTCC), Johor Bahru Branch, five officers from its K9 unit, and DVD-sniffing dog Paddy raided four pirate DVD warehouses at the infamous Holiday Plaza shopping complex in Johor Bahru, across the border from Singapore. Representatives from the Malaysian Federation Against Copyright Theft (MFACT) provided support for the operation.

More than 12,500 pirated movie DVDs were seized, including *G. I. Joe: The Rise Of Cobra*, *G-Force*, *Harry Potter And The Half Blood Prince* and *Public Enemies*.

In a separate operation on December 3, Paddy led enforcement officers from the MDTCC Putrajaya branch, accompanied by MFACT representatives, on a operation against three pirate retail outlets at Bdr Sri Permaisuri, in Kuala Lumpur.

In two of the outlets, the teams found secret rooms, one of which could be accessed only through a wall located within the toilet of the premises.

An estimated 10,000 pirated DVDs were seized, including *2012*, *G-Force*, *The Ugly Truth* and *Jennifer's Body*, and one suspect was arrested.



Pirated DVDs on display at a warehouse in the infamous Holiday Plaza shopping complex



A hidden room housing pirated DVDs and accessible only by remote control was discovered



NEW OMB CHAIRMAN TO EMPHASIZE YOUTH EDUCATION ABOUT MOVIE PIRACY

In October 2009, Filipino action film star and director Ronnie Ricketts was named the new Chairman of the Optical Media Board (OMB), and quickly identified as his priority the education of young people in the importance of respecting copyright.

One avenue of outreach sure to resonate among the country's basketball-obsessed youth is the OMB's celebrity basketball team, the OMB All Stars, which has been playing a series of games against national league teams throughout Manila and surrounding provinces.

Thousands of young people have paid the 'admission fee' of a counterfeit CD or DVD in order to see Ronnie and his team of young film actors, TV personalities and singers spread the new OMB anti-piracy message – "Bawal Kumopya" ["No Copying"] – as they battle the country's top hoopsters. To further drive home the message that piracy harms the film industry, the counterfeit optical discs

'paid' by the young basketball fans have been destroyed on the spot in a shredding machine donated by SM Cinemas, the largest exhibitor in the Philippines.



Ronnie Ricketts (standing, center, with headband) with the OMB All Star Basketball Team at a match in SM Malls of Asia



Ronnie Ricketts (at left, with headband) and U.S. Regional Intellectual Property Attache Trade and Investment Officer Jennifer Neidhart at a DVD shredding ceremony before the game



NZFACT LAUNCHES COMIC ADDITION TO ANTI-PIRACY EDUCATION DRIVE

New Zealand children watching movies at cineplexes during the September school holidays received the comic book *Escape from Terror Byte City*, a new addition to NZFACT's campaign to educate young people about the importance of respecting copyright.

The comic book, aimed at five- to ten-year-olds, tells the story of Jeremy and Ben, who become trapped in a virtual city after downloading an unauthorized copy of a movie from a peer-to-peer filesharing site. Some 17,000 comic books have been distributed through the Reading, SkyCity and Hoyts cinema groups.

The comic book joins a range of education initiatives launched by NZFACT over the past year, including distribution of 130,000 English and *te reo maori* educational brochures to schools, the creation of a new anti-piracy cinema trailer, and a collaboration with the Ministry of Education to incorporate the teaching of intellectual property issues into the school curriculum.



MPA and NZFACT executives offered the educational comic to young moviegoers at Wellington's Reading Cinema



MPA executives Tony Eaton, Frank Rittman and Greg Frazier with Mike Hearn (New Zealand American Chamber of Commerce) and Matt Sumpter (Chapman Tripp law firm) at an American Chamber of Commerce event in Auckland at which Frazier provided a briefing on legislative measures against digital piracy worldwide.



TFACT ANNOUNCES ANTI-PIRACY SHORT VIDEO COMPETITION WINNERS



MPA executives together with officials and participants in the short video competition.

On August 29, 2009, the Taipei-Hong Kong Anti-Piracy Short Video Competition, which attracted more than 200 entries from Taiwan and Hong Kong, announced winners in each of three entry categories: secondary students, tertiary students and the general public. The competition, aimed at encouraging creativity and promoting public awareness of intellectual property rights in Hong Kong and Taiwan, was organized by the Taiwan Foundation Against Copyright Theft (TFACT) with support from Taiwan's intellectual property office (TIPO).

Five prizes were awarded in each of the three categories, with the winner of the best video receiving over NT\$100,000 (US\$3,000) worth of products as prizes. Students from Yu Dar Secondary School were the winners in the Secondary Students Category and the top prize in Tertiary Students Category went to students from Yuan Ze University. The winner in the Open Category was Liu Di Jia from Hong Kong.



Director-General Wang Mei-Hua of the Intellectual Property Office of the Ministry of Economic Affairs, with Spencer Yang, Executive Director of TFACT, at the prize ceremony.



TWO DVD REPLICATING LINES SEIZED IN DAWN RAID ON CHRISTMAS DAY

At dawn on December 25, following three months of investigations by the MPA, a team of 30 officers from the Economic and Cyber Crime Division (ECOTEC) of the Royal Thai Police, accompanied by representatives from the MPA's Thailand program, raided a factory in Patumthani province, seizing two DVD replicating lines and 250 pirated DVDs infringing MPA member company titles such as *Imagine That* and *Final Destination 4*. No one was present on the premises at the time of the raid.

The factory is alleged to have supplied pirated DVDs to retail outlets in Bangkok, about 40 kilometers south. MPA investigators

were tipped off about its location after a raid on a pirate retail outlet at Bangkok's Fortune IT Mall. Preliminary investigations indicate the factory was run by a major pirate syndicate and had been operating for about six months. Further investigations are being carried out by ECOTEC officers.

The seized machines are estimated to have been capable of producing as many as 7 million pirated DVDs in a year, generating potential illegal gains of US\$21 million. Six optical disc replicating lines and 500 burners were seized by the Thai authorities in 2009.



During the 7th Bangkok International Film Festival, Mike Ellis, MPA President & Managing Director, Asia-Pacific, presented an overview of tactics being deployed by the MPA and local industry around the Asia-Pacific region to combat illegal camcording

MOTION PICTURE ASSOCIATION INTERNATIONAL



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