



THE MPA ASIA-PACIFIC CONTENT PROTECTION REPORTER

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JOINT EFFORTS BY POLICE AND FILM INDUSTRY TO INTENSIFY FIGHT AGAINST SOURCE PIRACY IN PHILIPPINES

The fight against movie theft in the Philippines has further intensified with the creation of an alliance between the Philippines National Police (PNP) and the film industry that takes a zero tolerance approach to piracy and is expected to significantly boost content protection efforts

At a press conference in Manila on August 9, the PNP was designated the lead agency to enforce and implement the provisions of the Anti-Camcording Act 2010, with the full support and cooperation of the National Cinema Association of the Philippines (NCAP), the Motion Picture Anti Film Piracy Council (MPAFPC) and the Motion Picture Association (MPA).

The Republic Act 10088, better known as the Anti-Camcording Act of 2010, allows private parties to file criminal complaints in court and hold illegal camcorders to strict liability. The Anti-Camcording Act prohibits and penalizes unauthorized use, possession,

and control, with the intent or attempt to use audiovisual recording devices to transmit or make a copy of any performance in an exhibition facility of cinematographic film or other audiovisual work. Likewise, camcording activities declared for private or domestic purposes are now also punishable by law as are aiding, abetting, or conniving in such acts.

The Law also allows authorized persons, even without warrants and payment of admission fees or any charge, to enter and search any exhibition facility, seize any audiovisual recording device, and detain any person should they have reasonable grounds to believe that a violation under this Act has been or is being committed.

Jointly with the PNP, the MPAFPC has developed manuals and workshop modules that will be shared with cinemas so staff can be trained in a standardized procedure for dealing with suspected illegal camcorders.

Any person found guilty of violating the provisions of the Anti-Camcording Law shall be subject to a fine of PhP50,000 to PhP750,000 (US\$1,000 to US\$17,000) and will face imprisonment of a minimum six months and one day to a maximum six years and one day. Individuals who commit the punishable acts for the purpose of sale, rental or other commercial distribution shall suffer the maximum penalty. Foreign offenders face immediate deportation after payment of the fine and serving his/her sentence, and will permanently be refused entry to the Philippines. Offenders who are employees of or hold a seat in government will be disqualified permanently from holding public office, and will forfeit his/her right to vote and participate in public election for five years.



Representatives from the National Cinema Association of the Philippines (NCAP), the Motion Picture Anti Film Piracy Council (MPAFPC) and the Motion Picture Association (MPA) together with The Philippine National Police at the Anti-Camcording Law press conference.

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MPA AND APSA PARTNER IN SUPPORT OF ASIA-PACIFIC FILMMAKERS

The Motion Picture Association (MPA) Asia Pacific and the Asia Pacific Screen Awards (APSA) announced the formation of an initiative aimed at supporting the creative endeavors of filmmakers from the Asia-Pacific region.

The MPA APSA Academy Film Fund will award grants to four members of the APSA Academy, an influential body of filmmakers comprised of past APSA nominees, winners, Jury and Nominations Council members representing many of the region's most respected names in film.

The inaugural recipients will be selected by a panel of industry experts and announced at the fourth annual APSA Ceremony, scheduled to take place in Australia on Queensland's Gold Coast on December 2, 2010.



MPA Asia Pacific President and Managing Director Mike Ellis with APSA Chairman Des Power at the official launch of the Queensland Week activities for Shanghai World Expo 2010.

The announcement was made on June 19, 2010 at the Shanghai International Film Festival by Queensland Treasurer, the Hon. Andrew Fraser MP at an event hosted in partnership with the Queensland State Government, marking the beginning of the official Queensland Week activities for Shanghai World Expo 2010.

The reception was followed by the Asian premiere of the highly acclaimed Australian film *Last Ride*, which stars Hugo Weaving and was screened as part of the Australian program at the Shanghai International Film Festival.

Four grants, each of US\$25,000, will be allocated to the script and project development of four new film projects.

Eligible for funding are treatments and synopses for feature length narrative films, children's features, animated features and feature length documentaries that must have a producer, director or screenwriter attached at the time of submission. While collaboration between Academy members is encouraged, only one Academy member attached to each submission is required provided he or she holds a role as one or more of the following: producer, director, screenwriter, actor, actress or cinematographer. Projects will be judged on the same criteria that applies to films in the APSA competition – films that best reflect their cultural origins, demonstrate cinematic excellence and are deemed Asia-Pacific productions. Entries for the MPA APSA Academy Film Fund opened on July 31.

An international cultural initiative of the Queensland Government, Australia, APSA honors the works of filmmakers across a region covering 70 countries, one third of the earth and half the world's film output. Films are judged on cinematic excellence and the way in which they attest to their cultural origins.

For more information about APSA, please visit www.asiapacificscreenawards.com



MPA AND BALINALE ORGANIZE FILM INDUSTRY FORUM AND WORKSHOP IN JAKARTA

On August 9, Motion Picture Association (MPA) President and Managing Director Mike Ellis and MPA Vice President Frank Rittman joined MPAA Chief Policy Officer Greg Frazier in attending the MPA-Balinale 2010 Film Industry Forum in Jakarta, Indonesia. Balinale is the non-profit organizer of the Bali International Film Festival and operates the Bali Film Center, Indonesia's ad-hoc film commissioner and film services consultancy. The MPA and Balinale share the common goal of educating Indonesia's filmmaking community on the benefits of an open and deregulated infrastructure for motion picture production, distribution and exhibition.

The Forum panellists were Norman Halim (KRU Studios, Malaysia), Craig McTurk (Ngee Ann Polytechnic, Singapore), Gary Hayes (producer), Mira Lesmana (filmmaker) and MPA representatives Ellis and Rittman. The MPA's Frazier gave a keynote address on the free market dynamics of film industries around the world. The event was

attended by 50 up-and-coming as well as established producers and directors. In addition to debating the benefits of and barriers to distribution and exhibition in Indonesia, the panellists discussed the experience of producing *Eat, Pray, Love* (a portion of which was shot on the Indonesian island of Bali).



Panellists at the Balinale 2010 Film Industry Forum



ANTI-CAMCORDING ADVERTISEMENT LAUNCHED AT MOVIE CONVENTION

On August 16, Neil Gane of the Australian Federation Against Copyright Theft (AFACT) delivered to over 1,000 exhibitors and distributors attending the Australian International Movie Convention a presentation about recent content protection activities and successful efforts by cinema owners to augment piracy-free windows in Australia and across the Asia-Pacific region.

As part of additional increased security and awareness measures, AFACT launched a new anti-camcording advertisement for drive-in cinemas featuring actor Roy Billing, well-known to Australian movie fans from his roles in *Underbelly* and *Charlie & Boots*.



SELLER OF ILLEGAL MOVIES FINED A\$15,000

On August 16, 35-year-old Qunui Su from New South Wales was found guilty of multiple copyright crimes involving the illegal manufacture and sale of movie DVDs. She was fined A\$15,000 (US\$13,600).

The conviction was the result of an extensive investigation by the Australian Federation Against Copyright Theft (AFACT), followed on April 27 by a police raid on Su's home and a shop operated by her at The Hub in Dandenong, in which investigators seized more than 3,000 illegal movie DVDs, as well as manufacturing equipment.

In the first half of this year, AFACT was involved in 34 anti-piracy raids resulting in the seizure of 400 optical disc burners and more than 170,000 illegal movie and television show DVDs. Australian courts recorded six convictions during the period.



Australian actor Roy Billing features in the new Australian anti-camcording advertisement for drive-in cinemas.



IN MELBOURNE RAID, AUSTRALIAN POLICE MAKE BIGGEST DVD SEIZURE OF YEAR

On 10 May, Victoria Police from the Altona North Regional Response Unit (RRU) raided a residence in Yarraville in Melbourne's south-west with a warrant to uncover a drug manufacturing laboratory. Instead they discovered a massive haul of over 30,000 illegal DVD movies with an estimated street value of US\$250,633.90 (A\$300,000). The haul also included a sophisticated illegal DVD manufacturing lab consisting of 117 DVD-R burners, eight computers and five printers.

The burning operation was capable of producing nearly three million illegal discs a year. Amongst the thousands of illegal DVD movies, Police discovered illegal copies of *Iron Man 2*, which was then showing in cinemas across Australia and not legitimately available on DVD. Police arrested three men aged 27, 28 and 35 and charged them with copyright infringement-, drugs-, weapons- and sex-related offenses.



ONLINE AUCTION SITES REMOVE MORE THAN 300,000 ILLEGAL DVD LISTINGS

Following the removal of more than 300,000 illegal DVD movies and television shows, Australian shoppers online have been encouraged to check that they are purchasing the real thing. During the first few months of 2010, the Australian Federation Against Copyright Theft (AFACT) worked with online marketplaces eBay and OZtion to remove 4,865 listings representing 322,956 illegal DVD movies and television shows from their respective sites.

The illegal DVDs included numerous television show box sets of series such as *Lost*, *Underbelly* and *Mad Men*. In 2009, AFACT took down 5,921 listings totaling 52,120 illegal movies and television shows.



AUSTRALIAN FILM AND TV INDUSTRY LAUNCHES 'ACCIDENTAL PIRATE' CAMPAIGN

On August 30, the Australian film and television industry launched a new campaign to raise awareness of film and television content theft. The 'Accidental Pirate' campaign was developed following the publication of research revealing that one in three Australians are involved in film and TV content theft, or piracy, while at the same time believing piracy is stealing or theft. The campaign involves national print, television, radio and cinema, public relations and social media.

Gail Grant, CEO of the Intellectual Property Awareness Foundation (IPAF), said, "Our research provided us with some shocking overall statistics such as 53% of people pirated film or TV content during the year. We also found that people think they are basically honest. We learned some Australians don't agree with piracy and don't

think they contribute to the content theft problem while regularly doing it. People aren't making the connection between their actions and their beliefs."

Tony Singleton, Managing Director of creative agency The Furnace, which designed and created the campaign for IPAF, said, "We're basically appealing to people's better nature to do the right thing. The campaign is designed to make people question their actions and attitudes towards piracy and to find out more. It's all about education – helping Accidental Pirates realize that they are part of the problem. We also supported the campaign with a website quiz that outlines everyday actions in an entertaining way. To find out more about 'Accidental Pirate' go to www.AccidentalPirate.com.au.



Actor Dan Wyllie as the character Marcus in the new Australian Accidental Pirate consumer campaign



AT BEIJING SEMINAR, MPA EMPHASIZES IMPORTANCE OF JUDICIAL COPYRIGHT PROTECTION

The MPA joined the Chinese government and industry leaders in promoting the judicial protection of copyrights during a seminar held in Beijing in January. Representatives from the National Copyright Administration of China (NCAC) and China's Supreme People's Court joined law enforcement officials from Beijing, Shanghai and Tianjin to discuss the enforcement of China's copyright laws and the Judicial Interpretation (JI) pertaining to audio-visual products.

NCAC Deputy Director General Wang Zhicheng and Beijing Municipal Copyright Bureau Deputy Director General Wang Yefei acknowledged that piracy problems continue despite improvements

in public awareness of intellectual property rights. Attendees examined the JI being adopted by the Beijing Chaoyang District – under which 33 criminal sentences were brought against copyright infringers in 2009 – as a future model for criminal prosecution. The MPA's China office has been actively promoting the adoption of this JI in pursuit of a more effective criminal prosecution against copyright infringers in China.

Mike Ellis, President and Managing Director of MPA, Asia-Pacific, praised the Chaoyang effort to law enforcement officials in attendance and shared MPA experiences in the area of content protection.



MPAA PRESIDENT DELIVERS KEYNOTE SPEECH AT SHANGHAI FILM FESTIVAL

Hollywood and the entertainment industry must work together to address a number of challenges before China's film market can reach its full potential. This was the message delivered to 500 Chinese government officials and film industry executives by MPAA President and Interim CEO Bob Pisano in a keynote speech at the 13th Shanghai International Film Festival (SIFF).

"The worldwide entertainment industry is one of the leading sources of new venture creation, employing hundreds of thousands of individuals with skills ranging from acting to carpentry. It contributes billions of dollars to the world economy annually and has demonstrated the capacity for near-exponential growth," said Pisano.

Stressing the need to further liberalize the country's film market and better fight piracy as necessary to the creative industry's continued prosperity, Pisano reiterated the commitment of the MPAA and its members companies to help "... nations to create strong and sustainable business models that enable them to produce more films, to increasingly use more local talent, to win international recognition for their products, to compete on equal footing with films produced by other nations and to profit from our communal endeavors."



FILM & TELEVISION INDUSTRY CONTRIBUTES HK\$33 BILLION TO HONG KONG'S ECONOMY

The Hong Kong film and television industry contributed HK\$33 billion to the local economy and created more than 32,000 jobs in 2008, according to a report commissioned by the IFACT-GC, which represents the MPA in Hong Kong.

Launched on March 25 at the Hong Kong International Film & TV Market (FILMART) 2010, the report on The Economic Contribution of the Hong Kong Film and Television Industry is the first research to comprehensively measure the direct, indirect and induced economic impacts of one of Hong Kong's major creative industries.

The study, conducted by Artisan Gateway, revealed that the Hong Kong film and television industry comprised 1,170 businesses in 2008 and, in addition to HK\$33 billion in gross output, the industry also generated a total value-add of HK\$6 billion to Hong Kong's economy in 2008.

The report also confirms the leading role of the Hong Kong film and television industry in the region – with the highest per capita film and TV production in Asia – as well as confirming the growing importance of China as the largest distribution market for Hong Kong-made film and television productions.

Following the launch of the report, local industry veterans participated in a FILMART panel discussion on how a Graduated Response System could help protect the industry from online infringement. Graduated Response Systems combat illegal online file sharing by issuing an escalating series of educational notices and sanctions to identified repeat infringers.

On World Intellectual Property Day (April 26) IFACT-GC released the results of a survey that confirms a strong preference among Hong Kong residents for a graduated response system as an effective means to stop illegal file sharing.



MPA & IFACT-GC representatives at the launch of the Economic Contribution Report



HONG KONG

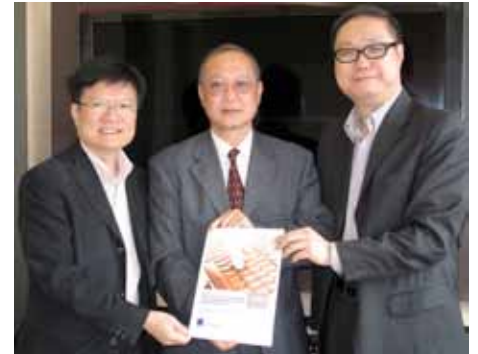
MAJORITY FAVOR GRADUATED RESPONSE SOLUTION TO ADDRESS ILLEGAL FILESHARING

Graduated response systems, already adopted in several countries, bring Internet service providers (ISPs) and copyright holders together to tackle filesharing, with ISPs sending educational notices to subscribers engaging in illegal filesharing, informing them of the risks associated with the activity.

Survey participants considered such a system an effective means to deter online infringement, with 81.8% respondents saying they would likely stop or might stop after receiving such a notice and 57.1% supporting the implementation of a graduated response system in Hong Kong.

The survey also underlined the seriousness of the illegal file sharing problem in Hong Kong, as 60% of respondents admitted they had shared unauthorized content, including movies, TV programs, music, games and software via the Internet.

The survey, conducted by the Hong Kong Transition Project of the Hong Kong Baptist University in October 2009, comprised interviews with 1,000 people.



Sam Ho of IFACT-GC presenting the survey results report to Ricky Fung of IFPI Hong Kong and Brian Chung of Motion Picture Industry Association Limited.



HONG KONG

CINEMA EMPLOYEES RECOGNIZED FOR PREVENTING ILLEGAL MOVIE CAMCORDING



Executive Director of IFACT-GC Sam Ho with UA and Broadway cinema employees who were presented with the letters of appreciation and reward payments

On seven occasions this year, alert Hong Kong cinema employees detected patrons illegally camcording movies and alerted the authorities, leading to the arrests of seven people.

In recognition of the employees' efforts, ceremonies were held at UA and Broadway cinemas across Hong Kong, where Sam Ho Executive Director of IFACT-GC presented letters of appreciation and reward payments of US\$256 (HK\$2,000) to the employees.

The ceremonies were attended by representatives from the Hong Kong Theatres Association, the Broadway Circuit, UA Cinema Circuit Limited, Twentieth Century Fox International, Walt Disney Company (Shanghai) Limited and Intercontinental Film Distributors (HK) Limited.



INDIA

BOLLYWOOD AND HOLLYWOOD COME TOGETHER TO LAUNCH ANTI-PIRACY COALITION

On March 18, at the FICCI Frames entertainment convention, MPAA Chairman Dan Glickman and leading Hindi studio executives Yash Chopra of Yash Raj Films, Sanjeev Lamba of Reliance Big Entertainment, Harish Dayani of Moser Baer, Siddharth Roy Kapur of UTV, Ram Mirchandani of Eros International, and Sandeep Bhargawa of Studio 18 announced the formation of an anti-piracy coalition.

The Bollywood-Hollywood anti-piracy coalition, named the Alliance Against Copyright Theft (AACT), will target all forms of film piracy across India, including source and Internet

piracy. According to the US India Business Council/Ernst & Young 2008 report on "The Effects of Counterfeiting and Piracy on India's Entertainment Industry", the Indian film industry lost US\$959 million and 571,896 jobs due to piracy. Auditing firm KPMG has assessed the film piracy rate at 60%.

Giving the event's keynote speech, Glickman remarked that he was pleased to witness the formal alliance of the two most prominent film industries in the world.



The Members of the Alliance Against Copyright Theft (AACT).



FILM & TELEVISION INDUSTRY CONTRIBUTES OVER US\$6 BILLION TO THE INDIAN ECONOMY

On March 19, MPAA Chairman Dan Glickman announced the release of a report titled *The Economic Contribution of the Indian Film & Television Industry*. The report, commissioned by Motion Picture Distributor's Association (MPDA) India and prepared by PricewaterhouseCoopers, found that the country's burgeoning film and television industry created nearly 1.8 million jobs and contributed an immense US\$6.2 billion to the Indian economy in a year.

The report also found that the sector has a total gross output of US\$20.4 billion, contributing more to the GDP of India than the entire Indian advertising industry. The combined revenues of the Indian film and television industry were over US\$7.7 billion in 2008. This is expected to grow at a rate of 11% over the next five years, reaching over US\$13 billion.



COMIC BOOKS HIGHLIGHT DANGERS OF ILLEGAL FILESHARING

On May 24, the Alliance Against Copyright Theft (AACT), the coalition formed between the Hindi and Hollywood studios, released a comic book to teach school children across India about the dangers of file sharing. MPA Regional Policy Officer Frank Rittman, R.R. Patil, Home Minister, Maharashtra, and D Sivanandan, Commissioner - Mumbai Police, unveiled "Escape from Terror Byte City" at the inaugural session of Cyber Safety Week in Mumbai. In the coming months, 10,000 comic books will be distributed in Mumbai to children aged five to ten in schools, multiplexes and malls.

A local adaption of a comic originally developed by the New Zealand Federation Against Copyright Theft, the comic book tells the story of two boys who become trapped in a virtual city after downloading an unauthorized copy of a movie from a peer-to-peer filesharing site. The comic will be published in three languages – Hindi, Marathi and English – and has been endorsed by the Department of Information Technology, Mumbai Police, Data Security Council of India (DSCI) and the National Association of Software and Services Companies (NASSCOM).



Launch of comic book "Escape from Terror Byte City" at the Mumbai Cyber Safety Week 2010.



MALAYSIAN AUTHORITIES CRACK DOWN ON WEBHOSTING COMPANY HOSTING ROGUE SITES

On January 20, a team of eight enforcement officers from the Ministry of Domestic Trade and Co-operatives And Consumerism (MDTCC), Malaysian Communications & Multimedia Commission (MCMC) and Cybersecurity Malaysia (CSM), assisted by MFACT, raided Piradius Sdn Bhd, a company providing webhosting services to websites hosting infringing movie content. The company was located at AIMS Data Center in Kuala Lumpur.

Investigations during the raid uncovered copies of MPA member company titles including *Avatar*, *G.I Joe: The Rise of Cobra* and *Transformers: Revenge of the Fallen* on the websites www.tbkresoures.org, www.freakytor.org and www.scum.in.org

The team seized two servers and five hard drives from the data center for further forensics examination, which will be conducted by Cybersecurity Malaysia. The Malaysian authorities are continuing their investigations in an effort to identify the mastermind behind the operation.



MALAYSIAN AUTHORITIES CLAMP DOWN ON CLANDESTINE FACTORY PRODUCING PIRATED DVDS

On March 2, eleven enforcement officers from the Ministry of Domestic Trade and Co-operatives And Consumerism (MDTCC), with support from MFACT, raided a clandestine factory in Kampung Baru in the Sungai Buloh industrial area of Selangor.

The factory was surrounded by fences, which the raiding party had to climb over prior to gaining entry. In the factory, they found five men operating the duplicating machines. All five suspects were arrested and remanded for further investigations.

MDTCC officers seized two DVD replicating lines, one offset printer and a bonding machine and more than 5,000 copies of pirated DVD movies. It is estimated that the factory had a production capacity of more than 7 million pirated DVDs a year. Among the seizures were movie titles including *Case 39*, *Ninja Assassin*, *Alvin and the Chipmunks: The Squeekquel*, *Spy Next Door*, *Tooth Fairy* and *The Ugly Truth*.



A separate unit within the factory housing the DVD production lines.



HIGH NUMBER OF RESPONSE FROM NEW ZEALAND'S CREATIVE INDUSTRY TO GRADUATED RESPONSE LAW

On July 21, Mike Ellis, President and Managing Director, MPA Asia Pacific, and Tony Eaton, of NZFACT, appeared before the New Zealand Parliament's Commerce Select Committee to make verbal submissions on the Copyright (Infringing File Sharing) Amendment Bill. The bill, also known as Section 122a, proposes to implement a graduated response to online copyright infringement, and after passing its first reading in Parliament in April, was referred to the Commerce Select Committee for further refinement based on public submissions.

The Committee also received strong response from New Zealand's creative industries in response to the call for submissions for the Copyright (Infringing File Sharing) Amendment Bill.

The New Zealand Federation Against Copyright Theft (NZFACT) worked closely with local creative industries to encourage their participation in the submissions process. At the close of submissions on June 17, an estimated 268 submissions – along with submissions from the MPA and NZFACT – were received from various industry stakeholders to the proposed bill. These ranged from those directly involved in the film and television industry, to those in related fields such as exhibitors and DVD stores. The Select Committee will consider the submissions and is expected to report back to Parliament in October. Under the proposed law, copyright owners will be able to contact account holders through their Internet service providers (ISPs) to report misuse of their copyrighted works. Internet users caught illegally downloading copyrighted material will be issued up to three infringement notices. The first notice will inform the account holder

that infringing has occurred and is illegal. Two further notices may be sent. If infringement continues, the copyright holder may seek a penalty of up to NZ\$15,000 at the Copyright Tribunal. The amount will be based on the damage to the copyright owner.

Where serious and continued breaches occur, copyright holders will be able to go to court to seek a range of remedies, including the suspension of accounts for up to six months. Account holders will be able to issue counter notices, and can request a hearing if they feel they should not be penalized. A first notice given by the ISP to the infringing account holder informs the account holder that any further evidence of infringement will be logged by the ISP and explains the consequences of continued infringement.

The second notice contains a list of alleged infringements since the first notice and warns that the Copyright Tribunal may impose penalties.

The third notice informs the account holder of action that will be taken for failing to comply with earlier notices.

After receiving notification from an ISP that an account holder has received three notices, copyright owners may apply to the Copyright Tribunal for compensation of up to NZ\$15,000. Copyright owners may also make an application to a District Court for an order requiring the ISP to suspend the account holder's Internet access for up to six months. Account holders will be able to issue counter notices, and can request hearings if they feel they should not be penalized.



NEW ZEALAND FILM COMMISSION FUNDS EDUCATIONAL DVD

The New Zealand Film Commission has announced that it will support a NZFACT public education initiative on copyright by contributing NZ\$25,000 to help fund the production of an educational DVD aimed at schoolchildren.

The proposed documentary will feature interviews with members of the New Zealand film industry about their jobs, offering a behind-the-scenes look at the cast of thousands involved in the production of film and television projects, and communicating the impact of piracy on the industry.

Leading New Zealand post-production house Park Road Post has agreed to assist with post-production work, and 5,000 DVDs will be distributed to schools around the country.

NZFACT, which represents the MPA in New Zealand, is currently engaging with members of the New Zealand creative industry – including the producer of New Zealand hit movie *BOY* – to participate in the project.



INTERNET CAFE OWNER SENTENCED TO SEVEN MONTHS HOME DETENTION, FINED NZ\$10,210

On July 14, an Auckland Internet café owner who faced 34 charges for offences committed under the Copyright Act 1994 was sentenced to seven months' home detention and ordered to pay reparation of NZ\$10,210 to the New Zealand Federation Against Copyright Theft (NZFACT), which represents the MPA in New Zealand. During the sentencing, the court was advised that the accused had no money; the judge ordered the total cash seized during the raid to be the reparation to NZFACT.

Yongming Nie, the owner of HTC Internet Café, was charged with the offences following investigations by NZFACT that found HTC had been providing facilities in which people could, for a fee, view movies

on computer terminals. The movies were reproduced and shown without the permission of copyright owners, breaching a number of provisions of New Zealand's copyright law.

A police raid supported by NZFACT investigators and computer forensics experts from PricewaterhouseCoopers (PWC) resulted in the seizure of two computer hard drives, a server and cash. The server was found to contain 849 movies that were available for viewing on the premises.



Auckland Police, NZFACT investigators and computer forensics experts from PWC at the café during the raid.



HIP ALLIANCE LAUNCHES FIRST CONCEPT BUS EXHIBIT

On September 13, the Honour Intellectual Property (HIP) Alliance, the flagship outreach initiative under the Intellectual Property Office of Singapore (IPOS) launched The Originals HIP Adventure, HIP Alliance's first concept bus exhibit aimed at bringing Intellectual Property (IP) education to the public through a meaningful, multi-sensory experience, made possible with the support of commercial partners. The concept bus exhibit is one of the key projects of this year's HIP Alliance integrated campaign.

The Originals HIP Adventure was launched by Associate Professor Ho Peng Kee, Senior Minister of State for Law and Home Affairs at Yishun Town Secondary School (YTSS). Associate Professor Ho, together with first runner-up for *Singapore Idol Season Three*, Sylvia Ratoneel, rallied over 320 Secondary Three students to support originality and honor intellectual property (IP).

The Originals HIP Adventure features an 'Are You Original?' exhibit, which aims to educate the public on how to identify original products. The exhibit features products sponsored by toy manufacturer Bandai, sporting goods manufacturer Adidas, software maker Microsoft, and RIAS.

Also featured in The Originals HIP Adventure are kiosks on which visitors can engage in simulated game play to learn about the importance of IP protection. Other sections of the bus include sound marks sampling and an IP e-Learning kiosk. At the end of their bus tour, visitors can make a pledge to honor intellectual property. The Originals HIP Adventure will make a four-month-long journey to more than 100 schools and public community spaces island-wide.



Associate Professor Ho Peng Kee with students of Yishun Town Secondary School at the debut of The Originals HIP Adventure Bus.



The Originals HIP Adventure Bus making its debut at Yishun Town Secondary School.



MPA ADDRESSES SINGAPORE'S FIRST BATCH OF GRADUATES IN CREATIVE PRODUCING

On May 23rd, MPA Asia Pacific Vice President Frank Rittman gave the keynote address to a class of 30 graduates who were the first students in Singapore to have earned degrees in creative producing from Chapman University Singapore.

In his speech, Rittman congratulated the students on their achievements and on being pioneers in the formal study of creative producing in Singapore. He also highlighted the significant economic contribution of the movie industry by citing examples from recent studies done in Australia and New Zealand. With Asia-Pacific accounting for 58% of global box office admissions, the graduates are in the right place to start off their careers.

Founded in the summer of 2008, Chapman University's Dodge School of Film and Media Arts offer a two-year degree program in creative producing at Singapore's Ngee Ann Polytechnic.



MPA Asia Pacific Vice President Frank Rittman addressing the graduating class.



AIRPORT INFORMATION CAMPAIGN WARNS AGAINST ILLEGAL IMPORT OF PIRATED DVDS INTO TAIWAN

At a press conference held on January 29 at Song Shan airport, the Government Information Office (GIO), with the support of the Taiwan Foundation Against Copyright Theft (TFACT), which represents the Motion Picture Association (MPA) in Taiwan, announced measures to prevent the influx of pirated DVDs and counterfeit goods from mainland China, especially during the Chinese Lunar New Year, when many Taiwanese businessmen return home for vacation.

These measures include inflight video broadcasts and airport billboards warning passengers that carrying illegal pirated DVDs into Taiwan is a criminal act, and drop boxes

at arrival gates in airports and harbor entry ports designed to allow passengers to discard their pirated discs.

The press conference was chaired by TFACT and attended by government officials from the GIO, Taiwanese Intellectual Property Office (TIPO) and Bureau of Taipei Customs, as well as by Taiwanese movie star Michael Chang of *Basketball Fire* and *Fighting Fish* and representatives from Deltamac and Hot Music Production Ltd.



Posters in various locations within the arrival hall at the Song Shan Airport, Taiwan



On March 18, the Taiwan Foundation Against Copyright Theft (TFACT) and Taiwan Intellectual Property Office (TIPO) launched the 3rd Taipei-Hong Kong Short Video Competition against IPR Theft, divided into three categories, for high school students, college students, and open participation. Submissions closed on June 30 and the award ceremony will be held in October. The winning videos will be used by both government and private sector organizations to promote IPR protection.



TAIWANESE FILM INDUSTRY THANKS MOVIE FANS

Representatives from the Taiwanese film industry appear in a new video trailer campaign launched on August 1, to say “Thank You” to movie fans for choosing to watch legitimate movies at the cinema, or at home with DVDs, on TV or online.

Taiwanese film director Doze Niu, who made the hit film *Monga*, appealed to people to do the right thing by supporting legitimate movies, not only for the sake of protecting the jobs of those who work in the movie industry, but also for the purpose of being able to enjoy many more movies in the future.

The video trailer also featured messages from a range of people who work in the Taiwanese film industry, including cinema employees.

The “Thank You” trailer was screened in all cinemas and on six free-to-air television networks in Taiwan. It can also be found on the Taiwan Foundation Against Copyright Theft website at www.tfact.org.tw/pressroom_trailer_thankyou.html.

**Thank you for
supporting legitimate movies**

感謝您支持正版

TFACT Taiwan Foundation Against Copyright Theft
台灣著作權保護基金會

行政院新聞局 Gio

“Thank You” trailer for Taiwanese movie fans

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