



NEWS RELEASE

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AUSTRALIAN ACTOR ROY BILLING RECEIVES MPA AWARD FOR PROMOTING CONTENT PROTECTION IN ASIA PACIFIC

A.C.E. Award Winner Acknowledges Urgent Need For Response To Online Infringement

Hong Kong / Singapore: Australian actor, Roy Billing was presented with the MPA Asia-Pacific Copyright Educator (A.C.E.) Award today in recognition of his important contribution in working alongside the Australian Federation Against Copyright Theft (AFACT) and raising awareness of the damage caused by copyright theft to the Australian movie and TV industry.

Presenting the Award, Frederick Huntsberry, COO Paramount Pictures praised Mr. Billing for his significant work in promoting respect for screen copyright, "Roy has made a huge contribution to the well-being of our industry by helping to educate audiences about the need to value film and television content. His commitment, dedication and passion is an inspiration to many of his colleagues in the Australian industry."

Mike Ellis, President and Managing Director Asia Pacific Motion Picture Association (MPA) said, "Whilst one of the busiest actors in town, Roy has made an enormous commitment to front AFACT's educational campaign in Australia. His catalogue of work includes appearing in an anti-camcording trailer, headlining our Asia-Pacific anti-camcording DVD *Make A Difference 3*, speaking at press conferences alongside Australian Federal Police and Customs, appearing in television and radio interviews, and writing Op Ed pieces for the mainstream press. Roy is an entirely worthy recipient of this year's copyright educator Award."

Roy Billing is one of Australia's most familiar faces on television and the cinema screen. His career spans four decades in Australia and New Zealand, with notable screen credits on *Rabbit Proof Fence*, *Black & White*, *Strange Bedfellows*, *Unfinished Sky*, *Doing Time for Patsy Cline* and *The Dish*, to name a few. His most recent credits include leading roles in Australia's top-rating television drama *Underbelly* - for which he was awarded a television Australian Film Institute Award for Best Actor, and the current police drama *COPS L.A.C.*

Recent film credits have included *Charlie and Boots* alongside Shane Jacobsen and Paul Hogan of *Crocodile Dundee* fame, and the upcoming *The Narnia Chronicles: Voyage of the Dawn Treader*, directed by Michael Apted, in which Roy plays Chief Dufflepud, the leader of an odd band of one-legged dwarf-like creatures.

Speaking after receiving the Award, Roy said, "Every actor sets out to do our best and hopefully, the movie-going public like what we do. But, like any other enterprise, we work

in an industry that requires costs to be recovered, wages paid, and hopefully, profits to be made and invested back into further ventures. Unfortunately the movie industry worldwide is under threat from copyright theft. Those who illegally camcord movies, copy and sell them as cheap DVDs, and who illegally download movies from the Internet, are jeopardizing the future of homegrown movies and TV shows.”

The A.C.E. Award was presented during the gala night at CineAsia, the only international convention dedicated to Asian cinema exhibition and distribution. Now in its sixteenth year, the conference was held at the Hong Kong Convention and Exhibition Centre.

Past recipients of the A.C.E. Award include Hong Kong Producer Raymond Wong (2009), Thai Producer and Director Jareuk Kaljareuk (2008), and New Zealand actor Temuera Morrison (2007).

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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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