

# THE MPA ASIA-PACIFIC REPORTER



*Promoting and Protecting the Screen Community*



## U.S.-CHINA FILM INDUSTRY PARTNERSHIP HAILED DURING 4TH BEIJING INTERNATIONAL FILM FESTIVAL

The strong and growing partnership between the American and Chinese film industries was the focus of a recently concluded visit to China to attend the 4th BJIFF by MPAA Chairman and CEO Chris Dodd.

On April 17, Senator Dodd delivered a keynote address at the Sino-Foreign Film Co-Production Forum that was preceded by a keynote by SAPPRFT Vice Minister Tong Gang, and followed by a panel discussion on the current status of China co-productions moderated by Zhang Xun of the China Film Co-production Corporation. Panel participants included Frederick Huntsberry, COO of Paramount Pictures, film directors Alfonso Cuaron and Oliver Stone, British film producer Peter Czernin, French actor Jean Reno, Russian director Timur Bekmambetov, Senior Vice President of Wanda Culture Group Ye Ning and Chinese filmmaker Ying Ning.

On April 18, Senator Dodd addressed members of the U.S. business community in Beijing at an AmCham China Media and Entertainment Forum breakfast event entitled "Big Screen, Big Markets: U.S.-China Relations in the Film Business". On April 19, Senator Dodd attended the closing ceremony of the MPA-Beijing Film Market Film Workshop to announce the winner of the screenwriting masterclass and feature



Film director Feng Xiaogang is presented with the IWC Filmmaker Award by MPAA Chairman and CEO Chris Dodd during the For the Love of Cinema event hosted by IWC Schaffhausen on April 20. [Photo by Etienne Oliveau/Getty Images for IWC]



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## U.S.-CHINA FILM INDUSTRY PARTNERSHIP HAILED DURING 4TH BEIJING INTERNATIONAL FILM FESTIVAL (CONTINUED)

► film pitch competition. The two-day event, themed “Imagination,” opened with keynote speeches from Frederick Huntsberry, Wang Liping, Deputy Secretary General of BJIFF and Zhang Xun.

Senator Dodd presented special MPA Awards to Yang Buting, Chairman of CFDEA; Zhu Yongde, Chairman of CFCA and Han Zhiyu, Director of Beijing Copyright Alliance, for their valuable contributions to promoting and protecting the work and livelihoods of the screen community in China.

In addition, as part of World IP Day celebrations in China, Senator Dodd attended a special World IP Day screening of *Rio 2* at the launch of a School Intellectual Property Rights (IPR) Ambassador Program. About 80 elementary and high school students were treated to a speech from animation director Carlos Saldanha, who complimented the children on their awareness of creative intellectual property.

Senator Dodd also witnessed the signing of a Memorandum of Understanding between the CFCA and the MPA, continuing a fruitful and productive working relationship.

On the evening of April 20, the MPA American Film Night Gala Dinner was held in partnership with IWC Schaffhausen at the Imperial Ancestral Temple. Chinese film director Feng Xiaogang was presented with the “Outstanding Individual Promotion of Sino-U.S. Collaboration” award by Dodd, while over 200 industry leaders attended the event.



Gravity director Alfonso Cuarón, Senator Chris Dodd, and Vice Minister of SAPPRT Tong Gang attend the BJIFF Sino-Foreign Co-Production Forum on April 17 in Beijing.



Andre Morgan, producer, *Perhaps Love*.



[From left] Stephen Jenner, Director of Communications, Asia Pacific, MPA; Liz Shackleton, Asia Editor, Screen International; Carlos Saldanha, director, *Rio 2*; Ye Ning, vice president, Wanda Culture Industry Group; Andre Morgan, producer; *Perhaps Love*; Ellen Eliasoph, President and CEO, Village Roadshow Pictures Asia; Tracey Trench, Creative Director, Oriental Dreamworks; Harris Tulchin, entertainment lawyer and producer *The Devil's Double*.



Senator Dodd presents MPA awards to Yang Buting, Chairman, CFDEA; Zhu Yongde, Chairman, CFCA; and Han Zhiyu, Director, Beijing Copyright Alliance for their contributions to promoting and protecting the work and livelihoods of the screen community in China.



Frederick Huntsberry, COO, Paramount Pictures, delivers the keynote presentation at the MPA-BFM Film Workshop opening session.

## ASIA-PACIFIC

ASIA PACIFIC SCREEN AWARDS  
CELEBRATED IN WASHINGTON, DC

- ▶ On March 20, the Motion Picture Association of America (MPAA) joined with the Embassy of Australia in Washington, D.C. to celebrate the contributions of the Asia Pacific Screen Academy (APSA) to the global film community and to honor its Founding Chairman, Dr. Des Power. During the event, MPAA Chairman and CEO Senator Chris Dodd presented Power with the MPA Creativity Award.

In 2010 the MPA began partnering with APSA through the creation of the MPA APSA Academy Film Fund to help support developing film talent throughout the region. The film fund has seen some great successes, such as Iranian filmmaker Asghar Farhadi and his film, *A Separation*, which offered the world a peek into Iran and its culture and went on to win the Academy Award for Best Foreign Film, as well as Best Feature Film a year later at the APSAs.

The evening also included a special screening of the award-winning documentary *No Burqas Behind Bars*, completed with the support of the MPA APSA Academy Film Fund. Maryam Ebrahimi, the film's producer, was on hand to give a personal introduction to the film, which provides a powerful look into the lives of women living in a prison in Afghanistan.

ASIA-PACIFIC



Top: Des Power accepts the MPA Creativity Award from MPAA Chairman and CEO Chris Dodd.

Right: [From left] Filmmaker Maryam Ebrahimi, the MPA's Mike Ellis and APSA's Founding Chairman Des Power in Washington, D.C. on March 20.

## CAMBODIAN WINNER OF TROPFEST SOUTH EAST ASIA HEADS TO LA

- ▶ On January 25, young Cambodian filmmaker Sothea Ines claimed first prize at the inaugural Tropfest South East Asia (Tropfest SEA) short film competition, winning a trip to Los Angeles to participate in a five-day film immersion course with filmmakers from across the globe, supported by the MPA.

Ines's film *Rice* takes place in a children's camp during the Khmer Rouge regime. Five orphan boys collect grains of *rice* every day to stave off starvation, but are eventually caught and punished by the camp commander. The seven-minute film is shot in monochrome, and is entirely without dialogue. Ines received her prize from Tropfest SEA judge and internationally acclaimed director Robert Luketic (*Legally Blonde*), with MPA Asia Pacific President and Managing Director Mike Ellis, in front of an enthusiastic audience of around 4,000 at the Esplanade in Penang, Malaysia.

The finalist films, including *Rice*, are available for viewing on the Tropfest SEA website, at [www.tropfest.com/sea](http://www.tropfest.com/sea), powered by Asian short film platform Vidsee, the festival's online screening partner.

On January 24, the MPA and Tropfest co-sponsored Tropfest South East Asia Roughcut, which brought international directors, actors,

and curators into conversation with one another on the subjects of filmmaking and storytelling, at the E&O Hotel, Penang. Curated by Programme Director Tan Bee Thiam, the event explored the current opportunities for filmmakers in the region, and provided filmmakers with a wealth of advice and knowledge.



[From left] Second runner-up Ezequiel Paolinelli, winner Sothea Ines and first runner-up Polen Ly are all smiles with their Tropfest SEA awards.

ASIA-PACIFIC

## CHINA

ANTI-CAMCORDING OUTREACH  
CAMPAIGN LAUNCH IN CHINA

- ▶ On January 10, the MPA launched a major anti-camcording campaign in China to raise awareness among industry stakeholders of the increasing threat of illegal camcording to Chinese and international content creators. The campaign, initiated by the MPA, is supported by the National Copyright Administration of China (NCAC), the National Administration of Anti-Pornography and Illegal Publication (NAPP), the China Film Distribution and Exhibition Association (CFDEA), the China Film Copyright Association (CFCA) and major exhibitors, distributors and online video organizations.

CHINA



Luan Guozhi, Deputy Director of the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT)

The campaign launch, held in Beijing and attended by an estimated 100 government officials and screen community guests, featured the presentation of a short video trailer and poster. The initiative is one of many collaborative efforts the MPA has established with the Chinese screen community over the years that demonstrates joint industry commitment to stimulating growth and protecting the rights of the creative community.



[From left] William Feng, Chief Representative, MPA China; Luan Guozhi, Deputy Director of the Film Bureau of SAPPRFT; Duncan Clark, SVP, Universal Pictures; Mike Ellis, President and Managing Director, MPA Asia Pacific; Yu Cike, Director General, Copyright Management Department, NCAC; Yang Xianghua, Vice President, iQiyi; Hanscom Smith, Minister Counselor for Economic Affairs, U.S. Embassy Beijing; actor Andy Chen.

CHINESE GOVERNMENT AND LOCAL SCREEN COMMUNITY  
JOIN HANDS TO COMMEMORATE WORLD IP DAY

- ▶ On April 24, a destruction ceremony was held in Beijing as part of an annual event organized by the National Anti-Pornography and Illegal Publication Office, in collaboration the CPC Central Committee's publicity department, SAPPRFT, Ministry of Public Security and other government departments. This year, 31 provinces joined the nationwide initiative and 20 million illegal publications, including pirated discs, were destroyed. The campaign was launched with a speech from the Vice Minister of NCAC, Yan Xiaohong.

CHINA

On April 26, the Beijing International Copyright Trade Center (BICTC) and Beijing International Micro Film Festival Committee jointly organized an event themed "High-end Micro-film Rights Dialogue" to discuss issues related to micro-film copyright. The event was attended by senior government officials and industry leaders including Yu Cike, Director General of the Copyright Administration Department of the NCAC, Zhu Yongde, Chairman of CFCA, and Li Heng, Chairwoman of BICTC. They were joined by more than 100 young filmmakers and screenwriters.

COURT FINDS FUNSHION LIABLE FOR COPYRIGHT INFRINGEMENT  
ON ALL COUNTS

- ▶ On May 21, the Beijing No. 1 Intermediate People's Court found P2P streaming video network and VOD company Beijing Funshion Online Technology Co. Ltd. liable in the final six of 23 civil complaints filed against Funshion's operators by five MPAA member studios on May 13 last year, alleging various acts of copyright infringement of their titles.
- ▶ Since the filing of those civil complaints, the Court has announced

decisions in relation to all 23 complaints. In every decision, the Court held that Funshion infringed the plaintiff's right of communication through information networks by distributing the plaintiff's movies on Funshion.com without authorization, ordered Funshion to cease its infringement and has awarded total damages plus litigation fees amounting to RMB995,535 (approx. US\$161,348).

CHINA

## MPA FORUM SPOTLIGHTS INTERNATIONAL OPPORTUNITIES AT 17TH SHANGHAI INTERNATIONAL FILM FESTIVAL

▶ On June 16, the MPA joined with the Shanghai Theatre Academy (STA) and the 17th Shanghai International Film Festival (SIFF) to organize a forum focused on the development in China of an industry value chain that is fully integrated into the global film market.

In the forum, which attracted more than 500 Chinese and international guests, industry experts participated in two panel sessions that reviewed China's emergence on the global film stage and analyzed the potential for the industry to expand into a wide range of film-related sectors – from film finance to venture capital, from production and distribution to cinema exhibition, and from studio theme park development to merchandising.

The panels included a number of industry experts and academics in the fields of film finance, movie studio development, film acquisitions, production and exhibition and related businesses, including Han Sheng, President, STA; Ren Zhonglun, Chairman, Shanghai Film Group; Miao Xiaotian, President, China Film Co-Production Corporation; Sherwood Hu, Dean of Film and TV Academy, STA; Eben Davidson,

SVP, Acquisitions and Production, Paramount Pictures; Jack Gao, SVP, News Corp; Ryan Kavanaugh, CEO of Relativity Media; Jill Tandy, Executive Vice President Commercial Affairs, Universal Pictures International; Hugo Shong, Founding General Partner of IDG Capital Partners; Peggy Chiao, Producer, Taiwan; Michael Lake, CEO of Pinewood Iskandar Malaysia Studios; Michael Stephens, Managing Director, Stephens Lawyers Limited; Tracey Trench, Head of Creative Development, Oriental Dreamworks; Yin Xu, Vice President of Hengdian Group; Zhang Jizhong, Director and Producer; and Zhou Tiedong, President, Beijing Novo United Films Co., Ltd.

On June 15, the MPA partnered with the SIFF and Shanghai Tang to host an American Film Night cocktail reception and the Chinese premiere of *Labour Day*, directed by Jason Reitman and featuring Kate Winslet and Josh Brolin, at Shanghai Tang Cathay Mansion. More than 400 Chinese and international film industry guests attended the event.

CHINA



Raphael le Masne de Chermont, Executive Chairman, Shanghai Tang, with Mike Ellis, President & Managing Director, Asia Pacific, MPA.



Mike Ellis, President & Managing Director, Asia Pacific, MPA; actress Kitty Zhang and Raphael le Masne de Chermont, Executive Chairman, Shanghai Tang.

Speakers at the Global Film Industry Value Chain Development Forum.

[From left] Filmmaker Ankie Lau; actress Ankie Beilke; Mike Ellis, President and Managing Director, MPA Asia Pacific; actress Aisin-Gioro Qixing; William Feng, Chief Representative, MPA China; Gloria Wang, PR Director MPA China.



## QVOD FACES RMB 260 MILLION FINE AFTER LICENSE REVOKED

CHINA

- ▶ Following a police raid against Shenzhen-based Kuai Bo Technology's (QVOD) head office on April 22, the Guangdong Provincial Telecommunication Administration issued a notice on May 14 revoking the website's business license. The notice cited thousands of pornographic videos that were found on QVOD's servers.
- According to a NAPP news briefing on May 16, although no arrests

were made at the raid, several supervisors were subsequently taken into police custody, and the website [www.kuaibo.com](http://www.kuaibo.com) has been shut down.

On June 27, the Shenzhen Market Supervision Administration (SMSA) levied a fine of RMB260 million against QVOD, payable within 15 days.

## MPA APSA PARTNERSHIP ENTERS FIFTH SUCCESSFUL YEAR

- ▶ On April 17, at an event coinciding with the 2014 Beijing International Film Festival (BJIFF), the Asia Pacific Screen Awards (APSA) launched the 2014 MPA APSA Academy Film Fund. The film fund, supported by the Motion Picture Association (MPA), is now open for submissions from APSA Academy Members.

The event was attended by APSA Chairman Michael Hawkins and Director of Awards Competition Maxine Williamson, MPA Asia Pacific Director of Communications Stephen Jenner, members of the China Film Producers Association and the Beijing Film Academy (BFA), and the Australian Ambassador to China, Her Excellency Ms. Frances Adamson.

Adamson presented the 2013 APSA for Best Performance by an Actress to Zhang Ziyi for her role in *Yi dai zong shi (The Grandmaster)* and the Achievement in Cinematography award to Lu Yue for his work on Feng Xiaogang's *Yi Jiu Si Er (Back to 1942)*.

CHINA

Zhang Ziyi was also inducted into the prestigious Asia Pacific Screen Academy, a body of approximately 660 respected filmmakers from across the region, of which Lu Yue is already a member. Lu had previously been nominated for the Achievement in Cinematography award in 2010 for *Tangshan Dadizheng (Aftershock)*.

An initiative of the MPA, in collaboration with APSA, the MPA APSA Academy Film Fund is again this year offering four US\$25,000 grants to filmmakers to further develop their stories from treatment stage to final script. Open to submissions from APSA Academy members, the grants will be awarded at the 8th Asia Pacific Screen Awards in Brisbane, Australia on December 11, 2014.



Zhang Ziyi and Lu Yue with their APSA awards.



(From left to right) Zhang Ziyi accepts the 2013 APSA for Best Performance by an Actress from Australian Ambassador to China Her Excellency Ms. Frances Adamson.

HONG KONG

## CODA SEMINARS FOR LAW ENFORCEMENT OFFICERS IN CHINA AND TAIWAN

On January 6 and 8, the Hong Kong International Screen Association (HKISA) assisted the Content Overseas Distribution Association (CODA) in conducting content protection seminars for law enforcement officers in Chiayi, Taiwan and Shenzhen, China.

The seminars were organized by the Chiayi Municipal Police in Taiwan and the Shenzhen Municipal Culture Market Administrative Enforcement General Task Forces in China, and supported by speakers from CODA and the Japan Video Software Association.

The seminars provided information on current trends in online and high definition piracy, successful countermeasures taken against online piracy in Japan, the identification of pirated products containing TV and movie content, as well as efforts to promote legitimate distribution.

HONG KONG



CODA and HKISA representatives with police in Chiayi, Taiwan.



Enforcement officials with CODA and HKISA representatives in Shenzhen, China.

## HONG KONG FILMART FORUM EXPLORES FILM INDUSTRY GROWTH OPPORTUNITIES AND CHALLENGES

On March 25, a forum focused on “The Expansion and Challenges of the Motion Picture Industry” was held during the Hong Kong International Film and TV Market (FILMART). The forum, comprising two sessions – “How to Explore the Business of Micro Movies” and “When Hong Kong Movies Meet CEPA” – was co-organized by the Movie Producers and Distributors Association (MPDA) of Hong Kong, HKISA and CreateHK.

HKISA’s Sam Ho and the MPDA’s Ricky Wong chaired the sessions. They were joined by producer and director Vincent Ho; ATV’s Kaleb Choi; Roger Chen, Shenzhen Copyright Society; DotAsia’s Beatrice Chan; Zhang Jiaming, Founder, “Golden Rose” Micro Film Award; Lin Xiping, Zheng Dawei, and Qi Hai of the Guangdong Film Industry Association; John Chong, Pegasus Motion Pictures; the Film Development Council’s Wellington Fung; and Charlie Wong of Lion Rock Pictures.

On March 26, MPA took part in a panel titled ‘The Next Generation Film Industry in Asia: Challenges and Opportunities’ co-organized by China Daily Asia Pacific and FILMART.

The panel focused on how a new generation of filmmakers can overcome challenges, ride the wave of growth and reach larger audiences both at home and internationally. The panel was moderated by Alexander Wan, senior advisor, China Daily Asia Pacific, and chaired by Zhou Li, publisher and editor-in-chief, China Daily Asia Pacific. Panelists included Edward Neubronner (senior vice-president and regional operations officer, Asia Pacific, MPA), Adolfo Alix Jr. (jury member, Busan International Film Festival, film director, Philippines), Cheung Chi-sing (jury member, Golden Horse Awards, vice chairman, Federation of Hong Kong Filmmakers, HKSAR, China), Liz Shackleton

(Asia editor, Screen International, UK), Chen Bin (senior vice president, DMG Entertainment and Media Group, Beijing, China), Kong Rithee (jury member, Asian Film Awards, filmmaker and film writer, the Bangkok Post, Thailand), Lee Joo-ick (executive producer and CEO, Boram Entertainment, South Korea).

FILMART is an annual event organized by the Hong Kong Trade Development Council. FILMART 2014 attracted more than 770 exhibitors from 32 countries and hosted over 380 screenings and more than 70 events including thematic conferences, press conferences, cocktail receptions, and discussion forums.



FILMART forums encourage discussion on opportunities for the movie industry both at home and internationally.

HONG KONG

## IPR VIDEO COMPETITION FOR NEXT GENERATION FILMMAKERS

▶ On May 3, the U.S. Consulate General in Hong Kong, assisted by the HKISA and Junior Achievement HK (JA HK), held an IPR Learning Lab and video contest for 100 14-16 year old students and 20 Hong Kong University of Science and Technology student mentors. The event was sponsored by Apple Computer, the Motion Picture Association, Microsoft, Time Warner and Mayer Brown JSM.

Participants learned about IPR with a focus on digital copyright and were given two hours to conceive, film, and edit a 30-second video public service announcement on why protecting digital content matters.

The event was a great success thanks to invaluable contributions from Consul General Clifford A. Hart, Jr.; Peter Cheung and Michelle Chong, the Hong Kong Intellectual Property Department; Hon. Charles Mok, Legislative Councilor (I.T.); Gabriela Kennedy, Mayer Brown JSM; Edmon Chung, DotAsia Organisation; Tony Shu, Movie Producers & Distributors Association of HK Ltd.; Luc Moulin, simplishow; Maryanne Hwee, FringeBacker; Connie Hon, Disney; Vivian Lau, JA HK; and HKISAs Sam Ho.

HONG KONG

JA HK is an award-winning organization working in partnership with the business and education communities to inspire and prepare young people to succeed in the global economy. JA HK prepares young people for success through a range of activity-based education programs, to help them develop their work-readiness, entrepreneurial thinking, financial literacy, and life-wide values. Established in Hong Kong in 2001, JA HK has served over 220,000 students, with the support of more than 14,000 volunteers from over 700 companies.



[From left] Nini J. Forino, U.S. Consulate General Hong Kong, HKISAs Sam Ho, and Vivian Lau, Junior Achievement HK.



U.S. Consul-General Clifford A. Hart (center) with staff and event supporters



Participants in the IPR Learning Lab and video contest.

## SHAPING THE FUTURE OF DIGITAL COPYRIGHT IN HONG KONG

▶ On February 27, HKISA, MPA and representatives from the major film studios participated in a panel discussion on "The Future of Digital Copyright." The event, organized by the American Chamber of Commerce in Hong Kong, was attended by over 100 people. Panelists and speakers voiced support for effective copyright laws and urged the HKSAR government to strengthen Hong Kong's copyright law by passing the 2011 Amendments Bill.

HONG KONG



Forum speakers and panelists meet to discuss the importance for Hong Kong of effective copyright protection.



## YOUTH IP AMBASSADORS TRY THEIR HANDS AT SHOOTING SHORT FILMS

HONG KONG

▶ On April 16 and 17, a two-day workshop for 18 members of the “Youth Ambassadors Against Internet Piracy” scheme was held at the Hong Kong Customs and Excise (HKC&E) Headquarters Building.

Organized by the Intellectual Property Rights Protection Alliance and supported by HKISA and the HKC&E, the workshop gave participants solid grounding in the fundamentals of creating short videos, including scriptwriting, planning, filming, editing and post-production.

Guest speakers included Dr. Ho Wai, Honorary President of the Hong Kong Film Critics Association; John Chong, CEO of Pegasus Motion Pictures Production; Adam Tam, Vice President of the Hong Kong Society of Cinematography; Tony Shu, Executive Secretary of MPDA Hong Kong, and Chris Ng, an up-and-coming Hong Kong filmmaker.

The “Youth Ambassadors Against Internet Piracy” scheme was founded in 2006 by the HKC&E and encourages members of 11 Hong Kong uniformed youth organizations to help prevent illegal file-sharing.



Organizers, speakers and participants at the Short Video Workshop.

## INDIA

## INDIAN SCREEN COMMUNITY HOLDS SERIES OF EVENTS IN CELEBRATION OF WORLD IP DAY

▶ MPDA India partnered with local screen associations and industry bodies on World IP Day to launch a series of awareness programs on the challenges of content protection in a digital economy.

Between April 26 and May 9, in association with the Andhra Pradesh Film Chamber of Commerce (APFCC) and leading multiplex chains across the country, MPDA India launched an online quiz for multiplex staff titled “Be a Movie Cop.”

MPDA India and the APFCC were able to raise awareness of the threats and challenges of camcording in cinemas, while rewarding theatre staff with exciting prizes, including a Movie Cop badge and certificate in recognition of their efforts to curb content theft in cinemas. Over 1,300 theatre staff across India participated in the initiative.

On April 26, MPDA India participated in a conference organized by FICCI’s IPR division in association with the Department of Intellectual Property Office (IPO). The conference, titled “Fostering Innovations and Creativity in Indian Industry through Intellectual Property for Higher Growth Trajectory”, focused on the role of IP in boosting creativity, and the economic impact and challenges of online content protection in a digital economy.

In celebration of the global passion for movies on World IP Day, the American Center, New Delhi, in association with MPDA India, hosted screenings of three Hollywood blockbuster films: *Captain America: The Winter Soldier*, *Noah*, and *Rio 2*. Over 150 guests, including Government of India officials and representatives from the U.S. Embassy, as well as students from various universities, attended the event.



[From left] Ranjan Narula, Managing Partner, RNA Intellectual Property Attorneys; Uday Singh, Managing Director, MPDA India; Jagdish Sagar, Advocate, JSP Legal.

INDIA

## 1.8 MILLION-STRONG SCREEN COMMUNITY CONTRIBUTES US\$8.1 BILLION TO ECONOMY

- ▶ The motion picture and television industry is one of India's fastest growing sectors, contributing US\$8.1 billion – 0.5% of GDP – to the country's economy in 2013, and supports 1.8 million jobs.

The "Economic Contribution of the Indian Motion Picture and Television Industry 2013," prepared by financial services firm Deloitte, was released on March 12 during a panel discussion at FICCI FRAMES, 2014 in Mumbai. The report assessed the economic contribution of the wide range of sectors that make up the industry value chain, including film production and distribution, film exhibition, non-theatrical revenues, TV production, TV broadcasting and TV distribution and the fast-growing new media sector.

While the growth in total gross value added (GVA) of 15 percent over 2009 indicates the growing significance of the industry in the Indian economy, panelists noted that the sector has the potential to contribute on a much greater scale if content is better protected and the complex taxation of the industry reviewed.

A copy of the Deloitte Economic Contribution of the Indian Motion Picture and Television Industry 2013 report and infographic summary are available to view and download at [www.mpa-i.org](http://www.mpa-i.org). This report is the second edition for India.

INDIA



[From left] Kulmeet Makkar, CEO, FTPGI; T.P. Aggarwal, President, Indian Motion Picture Producer Association; Dr. Ajit Ranade, President and Chief Economist, Aditya Birla Group; Sudhanshu Vats, Group CEO, Viacom 18 Media Private Limited; Uday Singh, Managing Director, Motion Picture Association India; Siddharth Roy Kapur, Managing Director, The Walt Disney Company India; Sanjay Gupta, COO, Star India; Frank Rittman, SVP and Deputy Managing Director, Asia-Pacific, MPA.

## MASTER CLASSES THE HIGHLIGHT AT PUNE INTERNATIONAL FILM FESTIVAL

- ▶ Between January 11 and 12, the LA India Film Council (LAIFC) partnered with the 12th edition of the annual Pune Film Festival, organized in association with the Government of Maharashtra and the Pune Film Foundation, to host a series of film screenings and master classes sharing global best practices. Film screenings included recent Hollywood titles: *The Secret Life of Walter Mitty*, *Captain America: The Winter Soldier* and *What the Fish* (Hindi language), supported by Fox Star Studios India, Sony Pictures Entertainment, India and Viacom 18 Motion Pictures, India.

The master classes included a presentation on "Redefining Movie Franchises" by Sony Pictures, and a keynote address by Uday Singh, Managing Director, MPDA India, on "How Indian Cinema Can Go Global," focusing on the benefits of co-productions. Senior industry representatives including directors and producers and aspiring filmmakers attended the film festival.

INDIA

## LAIFC FOCUSES ON INDUSTRY GROWTH DRIVERS IN THE INDIAN MEDIA AND ENTERTAINMENT INDUSTRY

▶ Between March 12 and 14, the LA India Film Council (LAIFC) partnered with FICCI's annual media convention FRAMES in Mumbai to organize a series of panel discussions focusing on industry growth drivers. Prominent representatives of the local and international film industry shared best practices and the need for growth to support international productions, entertainment industry start-ups and to create sustainable business models for cinema.

Panel discussion topics included: Kickstarting Entrepreneurship and Innovation for the Media and Entertainment Industry; Censorship Guidelines; Three Sixty of Film Production – A Producers' Masterclass; Small vs Big - Sustainable Business Models for Cinema Today; IP, Piracy and the Creative Industry with World Economic Forum; and From Script to Screen – Building Good Stories.

Prominent speakers at the panel discussions included: Rakesh Kumar, CEO, CBFC; Frank Rittman, SVP, MPA Asia Pacific; Siddharth Roy Kapur, MD, The Walt Disney Company, India; Sanjay Gupta, COO, Star India; Sudhanshu Vats, Group CEO, Viacom 18 Media Pvt. Ltd.; Vijay Singh, CEO, Fox Star Studios, India; Monica Tata, MD, HBO; Benoit Ginistry, Director General, FIAPF; and Dr. G.R.Raghavender, Registrar of Copyrights, Government of India.

INDIA



Actor and producer Abhay Deol speaks during "Three-sixty of Film Production – A Producer's Masterclass."

[From left] Nicholas Watson, MD, Naseba; Arun Rangachari, Chairman, DAR Capital Group; Varun Gupta, Director, KPMG India; Matei Paquin, Head, Project Development, Moment Factory; Naresh Patwari, Principal, Private Equity, ICICI Venture; and Rajesh Sawhney, Founder, GSF Accelerator speak on "Kickstarting Entrepreneurship and Innovation for the Media and Entertainment Industry".





## LAIFC SPOTLIGHTS FILM INCENTIVES TO PROMOTE FILM TOURISM

- ▶ On February 22, the LA India Film Council (LAIFC) partnered with the second edition of the annual India International Film Tourism Conclave (IIFTC) to organize a panel discussion.

Uday Singh, Managing Director, MPDA India, discussed best practices for production and location incentives throughout the region and highlighted India’s recently implemented “single window clearance” system. Representatives from Cyprus, Namibia, Ecuador, Jordan, Egypt, Macedonia, Mauritius and Oman, as well as from several Indian states, participated in the discussion.

The single window initiative was formally announced during the 2014 Cannes Film Festival, but awareness was raised beforehand throughout India through events such as the IIFTC.

The IIFTC is a trade promotion event to facilitate interaction among global film commissions and tourism boards with the Indian film industry.



[From left] K. Biswas, Manager, Marketing and Investment, Gujarat Tourism; Uday Singh, MPDA, India; Sanjiv Kumar, MD and CEO, Delhi Tourism; Talat Parvez, Director Tourism, J&K.

## U.S. CONSULATE ROUNDTABLE FOCUSES ON FILM AND MUSIC IPR

- ▶ On January 6, MPDA representatives attended a roundtable hosted by the U.S. Consulate General, Mumbai on IPR and enforcement issues related to the media and entertainment industry in India. The event featured a presentation by Michael Schlesinger, an attorney-at-law and representative of the International Intellectual Property Alliance (IIPA) on the challenges of content protection in the film and entertainment industry in India and was attended by local industry associations in addition to senior lawyers and enforcement experts.

The presentation highlighted the need for stronger Technological Protection Measures (TPMs) as India's Internet subscriber base and the problem of controlling online content theft continue to grow. This was followed by a roundtable discussion focusing on copyright issues in the Indian film and music industries, on-ground enforcement challenges and concluded with possible strategies for industry stakeholders to unite and launch awareness campaigns and training programs.



[From left] Suhas Tuljapurkar, Director, Legasis Services Pvt. Ltd; Savio D'Souza, Secretary General, IMI; Uday Singh, Managing Director, MPDA (India); Michael Schlesinger, attorney-at-law and representative of the International Intellectual Property Alliance (IIPA); D. Sivanandan, former Secretary General of Police, Maharashtra, and Chairman, Securus First; Supran Sen, Secretary General, Film Federation of India; Komal Kalha, Senior Legal Counsel (Intellectual Property), U.S. Patent & Trademark Office.

INDIA

## INDONESIA

### HIT FILM *THE RAID 2* SCREENED FOR LOCAL INDUSTRY

- ▶ The MPA and Merantau Films jointly organized a press screening of *The Raid 2* on March 21 in Epicentrum XXI Jakarta. The screening was attended by around 100 journalists and the film's cast and crew.

During the event, executive producer Maya Evans spoke of her concerns about piracy and the poor awareness of IPR in Indonesia, and urged the Indonesian press to help raise the profile of the issue.



Producer Maya Evans speaks at the press screening of *The Raid 2*.

INDONESIA

### INDONESIA CELEBRATES WORLD IP DAY WITH FILM SCREENING AND FILM WORKSHOP

- ▶ On May 7, the Indonesian screen community gathered to celebrate World IP Day 2014, this year themed 'Movies: A Global Passion' with a special press screening of *Selamat Pagi, Malam (In The Absence of The Sun)*.

The event was attended by the film's director Lucky Kuswandi and lead cast: Adinia Wirasti, Marissa Anita, Dayu Wijanto, Trisa Triandesa and Ina Pangabean, along with over 240 guests including Indonesian screen community representatives, local actors, government officials, U.S. Embassy representatives and media. The guests were treated to a Q&A with the film's creative team, and an advance screening of the film. The special screening was supported by Blitz Megaplex, Kepompong Gendut and Soda Machine Films, the U.S. Embassy Jakarta and the MPA.

On May 8, in further celebration of World IP Day, young film lovers were invited to participate in a film workshop on "DIY Movie Sound Effects." The film workshop was jointly organized by LayariaTV, Crossfade, the U.S. Embassy Jakarta and the MPA, and was held at the U.S. Embassy's high-tech cultural center @america, in Pacific Place Mall.

Participants were taught how sound effects play an important role in filmmaking, what role a sound effects technician (known as a Foley artist) plays on a film set, and enjoyed trying their own hand at creating sound effects to film footage screened at the event. The practical exercise gave young people a better understanding of the craft of filmmaking, and the talent and creativity that goes into making a movie. Speakers included Dennis Adhiswara, filmmaker and animator; Khikmawan Sentosa, Foley artist; Phil Nervig, Economic Officer, U.S. Embassy; and Stephen Jenner, Director of Communications, Asia Pacific, MPA.

INDONESIA



The *Selamat Pagi, Malam* creative team at a Q&A session before the film screening.

## WORLD INTELLECTUAL PROPERTY DAY 2014



Australia's IP Awareness shared insights with AFTRS Open School holiday workshop students ahead of World IP Day. [Photo: IPAF]



NZSA's Tony Eaton speaks to film students of the New Zealand Film School in Wellington on April 29.



School IPR Ambassadors with guests at the World IP Day screening of *Rio 2* during the Beijing International Film Festival.



A guest arrives at the World IP Day film screening event in Singapore.



Actress Rose Chan, known for *The Legend is Born – Ip Man* and *The Woman Knight of Mirror Lake*, lent her support to an event co-organized by the HKISA, the Hong Kong Intellectual Property Department (IPD), the HKC&ED, and the Intellectual Property Rights Protection Alliance (IPRPA) on April 24.



HKISA's Sam Ho with students on stage in a discussion during World IP Day celebrations on April 24.



The *Selamat Pagi, Malam* creative team at a Q&A session before the film screening in Jakarta.



Indonesian screen community representatives, local actors, government officials, U.S. Embassy representatives and media at the screening of *Selamat Pagi, Malam* in celebration of World IP Day in Jakarta.



The MPAs Frank Rittman speaks at the World IP Day screening event in Kuala Lumpur.



Senator Chris Dodd with an IP ambassador at the screening of *Rio 2* as part of World IP Day celebrations in China during the Beijing International Film Festival.



Carlos Saldanha, director of *Rio 2*, shares his experience with 80 elementary and high school students at the launch of a school IPR Ambassador Program during the Beijing International Film Festival.



U.S. Ambassador to Singapore Kirk Wagar and Crystal Wagar with the MPA's Frank Rittman and Edward Neubronner



Spiderman poses with guests at a World IP Day screening in Thailand.



World IP Day event co-organized by the HKISA, the Hong Kong Intellectual Property Department (IPD), the HKC&ED, and the Intellectual Property Rights Protection Alliance (IPRPA) on April 24.



The DIY Movie Sound Effects workshop co-organized by the MPA and @america.



U.S. Embassy officials and MPA and CGV executives gather for World IP Day celebrations in Vietnam.



Atty. Marivic Benedicto, legal officer, PARI, speaks during a press conference prior to a World IP Day screening event in the Philippines on April 15.

**JAPAN**

**INTENSIVE CRACKDOWN ON ONLINE COPYRIGHT INFRINGEMENT IN JAPAN**

▶ From February 25-27, Japan’s National Police Agency and 45 prefectural police agencies conducted a crackdown on copyright infringement of movies, music, animation, comics, games, and business software via file sharing software, searching 123 premises and arresting 33 people.

This was the National Police Agency’s major fifth copyright infringement operation since 2009. JIMCA provided assistance by submitting complaints to five prefectural police agencies against individuals who had illegally uploaded files of copyrighted movies of MPAA member companies.

**U.S. AND JAPANESE CONTENT INDUSTRY REPRESENTATIVES SIGN MOU TO PROMOTE AND PROTECT CREATIVE COMMUNITIES**

▶ On March 20 in Washington, the MPA and CODA, a key representative of the Japanese film, animation, television, music and video game industries, signed a formal agreement to strengthen their joint copyright protection efforts and develop new initiatives to address the current challenges of online content theft of creative work across the world.



The MPAs Mike Ellis with Takero Goto, Senior Executive Director, CODA.

**COMMENCEMENT OF WARNING MESSAGES TO BITTORRENT AND GNUTELLA USERS IN JAPAN**

▶ In April, the Consortium against Copyright Infringement via File-Sharing Software (CCIF) began issuing warning messages to users of BitTorrent and Gnutella P2P networks involved in sharing or releasing copyright infringing files.

The CCIF was founded in 2008 by telecommunication organizations and rightsholders to take measures against those who commit copyright infringement using file sharing software. The Japan & International Motion Picture Copyright Association (JIMCA) is one of the steering members of CCIF.

Warning messages have been sent since March 2010 to Winny P2P network users who had been identified to be sharing or releasing copyright infringing content; and the same has been done for Share P2P network users since December 2011. Approximately 37,000 warning messages had been sent up to January 2014.

**JIMCA AND U.S. EMBASSY MARK WORLD IP DAY WITH SPECIAL FILM SCREENING**

▶ On April 24, JIMCA, supported by the U.S. Embassy Tokyo, hosted a special screening of *Captain America: The Winter Soldier* in celebration of World IP Day. From 10,000 applications, 250 lucky winners received tickets to attend the screening. Guests of honor Mike Ellis, President and Managing Director, Asia Pacific, MPA, and Takayuki Tsukagoshi, Senior Vice President and General Manager, The Walt Disney Company (Japan) Ltd. acknowledged that the 2014 World IP Day theme “Movies: A Global Passion” reflects how much films enrich audiences and that respecting and protecting copyright is indispensable for the development of this industry.



Takayuki Tsukagoshi and Mike Ellis at World IP Day film screening.

JAPAN

JAPAN

JAPAN

JAPAN

KOREA

## ANTI-CAMCORDING TRAINING CONDUCTED AT LOTTE AND MEGABOX CINEMAS

▶ During the first half of 2014, The Korea Content & Technology Alliance, Ltd. (KCTA) conducted a series of anti-camcording trainings at Lotte Cinema and MegaBox for approximately 122 staff members and managers from Lotte Cinema and MegaBox. The sessions featured MPA-produced anti-camcording training video “Make A Difference 4” (MAD4), which provides practical advice to frontline cinema staff on how to prevent illegal camcording.

Participants also received legal training on Article 104-6 of the Korea Copyright Act (an anti-camcording provision providing for maximum one year imprisonment or KRW 10 million criminal fine). The step-up in training is timely, given the recent spate of camcording activity and will continue along with other public outreach programs as part of the multi-pronged effort to deter camcorders in Korea.

KOREA



Participants in the anti-camcording training sessions at Lotte Cinema and MegaBox.



## CRIMINAL ACTION TAKEN AGAINST ILLEGAL SUBTITLING

▶ On May 16, the MPA filed criminal complaints with the police in Korea against five frequent uploaders to subtitling websites. KCTA internal investigations provided user names to police, who were able to identify the individuals behind the names, and identify a number of other frequent uploaders of unauthorized titles at the five sites.

In early June, one of the sites posted a note to users saying it would be closing down as a result of the police investigation and resulting criminal charges, and in late June another subtitler posted a note saying that he too was facing criminal charges.

KOREA

## ACTOR LEE BYUNG-HUN HONORED AT APSA EVENT IN SEOUL

▶ On June 3, Korean actor Lee Byung-hun received the 2013 APSA for Best Performance by an Actor for his performance in the blockbuster *Masquerade*, after missing last year’s APSA ceremony due to film commitments. At the same event, held at the Australian Embassy in Seoul, Lee was inducted into the prestigious Asia Pacific Screen

Academy – a body of 650 respected filmmakers – in front of Academy members and leading representatives from the Korean film industry, including Kim Dong-ho, Lee Chang-dong, Lee Byung-hun, Hanna Lee and 2013 APSA FIAPF Award winner Lee Choon-yun.

KOREA



APSA Academy members Kim Tae-yong, Lee Choon-yun, Kim Dong-ho, Lee Byung-hun, Kim Hong-joon and APSA Chairman Michael Hawkins.





KCTAs Shim Jaehoon with Lee Chang-dong.



KCTAs Shim Jaehoon with Kim Dong-ho.

## KOREAN SCREEN COMMUNITY CELEBRATES CREATIVITY WITH WORLD IP DAY MOVIE SCREENING

▶ On April 25, in celebration of World IP Day, the MPA and KCTA jointly hosted a movie screening and an event promoting IP with the U.S. Embassy in Seoul, and the American Chamber of Commerce in Korea (AMCHAM).

release in Korea to an audience of approximately 150 diplomatic and screen community guests including Mike Ellis, President, MPA, Asia-Pacific, U.S. Embassy Senior Trade Officer Ryan Bowles and AMCHAM Korea President Amy Jackson.

**KOREA** .....  
● The special World IP Day screening of Sony Pictures' 3D blockbuster *The Amazing Spiderman 2* screened in the week of its theatrical



[From left] Donna Murphy, Trade Specialist, U.S. Embassy; Ryan Bowles, Senior Trade Officer, U.S. Embassy; Amy Jackson, President, AMCHAM Korea, and her husband John Jackson; Mike Ellis, President, MPA, Asia-Pacific; Jaehoon Shim, Chief Representative, MPA, Korea.

## MALAYSIA

MALAYSIAN AUTHORITIES TAKE DOWN  
ILLEGAL OPERATORS

- ▶ On February 17, a team of Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC) officers raided a warehouse containing 1,384 pirated DVDs in UEP Subang Jaya, Selangor after receiving a tip from an informant. During the raid, a suspect tried to escape but was arrested. Among the titles found were *Despicable Me 2*, *Monsters University*, *The Hobbit: An Unexpected Journey*, *The Hobbit: The Desolation of Smaug*, *Ride Along* and *After Earth*.

On March 10, a team of officers from the MDTCC raided a shop at One Stop Complex in Penang after receiving a tip from an informant. The team discovered a tower of 11 DVD burners along with 3,523 burned DVD titles, including copies of *Man of Steel*, *The Hobbit: The Desolation of Smaug* and *Iron Man 3*. They also discovered inlays, plastic cases and a computer paired with an Epson printer printing inlay stickers. It is believed the operator fled the premises during the raid.

On April 3, a team of officers from the MDTCC Melaka office raided a shop at Taman Kesidang, Malacca believed to have been used as a warehouse for pirated DVDs. An estimated 10,000 pirated movie and games DVDs were seized.

On May 21, a team of enforcement officers from the MDTCC, Recording Industry Association of Malaysia (RIM), Malaysian Screen Industry (MSI), the Malaysian Royal Police and Cybersecurity Malaysia raided a house in Johor Bahru at Taman Larkin Perdana. A male suspect 'aged 17' was in the premises with his mother during the raid and arrested. Cybersecurity Malaysia seized a desktop computer and a laptop for forensic examination. The suspect's website, [www.godam.org](http://www.godam.org), is an online forum that allows visitors to download movies, TV series and music for free. Among titles available for download from the website were *Gravity*, *Pacific Rim*, *We Are The Millers*, *The Hangover III*, *The Hobbit: The Desolation of Smaug*, *The Wolverine* and *47 Ronin*.

On May 23, a team of officers from the Malaysian Royal Police raided a house in Tasik Prima, Puchong Selangor used as a burner lab to replicate DVD movies after receiving a tip from an informant. The enforcement team found 440 DVD burners and 204,614 burned DVDs infringing a variety of titles. Among the titles found were *The Hobbit: The Desolation of Smaug*, *The Avengers*, *Non-Stop*, *Hostel* and *Captain America: The Winter Soldier*. Police also seized inlays, six printers for printing inlays, a scanner and a computer. Sixteen men aged between 21-51 who were in the premises during the raid were arrested.



DVDs seized during the May 23 raid.

MALAYSIAN SCREEN COMMUNITY CELEBRATES  
WORLD IP DAY

- ▶ On April 30, the Malaysian Screen Industry (MSI) organized a special screening of *The Amazing Spider-Man 2* at GSC Signature Mid Valley City, Kuala Lumpur to mark World IP Day 2014. The event was hosted by Peter Fowler, Regional Intellectual Property Attaché for Southeast Asia, U.S. Embassy.

Over 190 people from the local screen community and Malaysian Government, along with college students and movie fans, attended the special event to celebrate and observe World IP Day with a special focus on creativity, innovation and the next generation.



Guests arrive at the World IP Day screening of *The Amazing Spider-man 2*.



Peter Fowler, Regional Intellectual Property Attaché for Southeast Asia, U.S. Embassy, speaks at the World IP Day event.

## MALAYSIA'S FILM AND TELEVISION COMMUNITY CONTRIBUTES USD1.7 BILLION TO ECONOMY

▶ The film and television industry contributed USD1.7 billion (RM5.6 billion) to the Malaysian economy in 2013, according to a report prepared by Oxford Economics.

The Economic Contribution of the Film and Television Industries in Malaysia assessed the economic contribution of the creative sector in its entirety — from small production companies to large distribution and exhibition businesses, and from productions made for TV exports to those for wide television network viewing.

The report was released on May 15 at the Platinum Suites, Cathay Cineplex, attended by Dato' Jailani Johari, the Deputy Minister of Communications and Multimedia and YM Raja Ruzaimie Raja Dalniah Shah, the Director General of FINAS, the local National Film Development Corporation, and other film and television industry representatives. It was presented to an audience of government officials, leading film and TV industry representatives and media.

The report concluded that each person employed in the film and television sector in 2013 generated, on average, USD81,700 (RM264,600) of GDP, some 3.5 times the economy-wide average of USD24,500 (RM74,900). High productivity is also reflected in employees' average earnings, which at USD17,700 (RM57,300) a year are 84 percent higher than the average across the economy as a whole (USD9,600/RM31,100). The figures illustrate that the screen industry provides valuable, professional employment to many thousands of people in Malaysia, each contributing substantially to the economic prosperity of the country.

However, the challenge for Malaysia is to develop further growth. It is a relatively small player in terms of film production due to historical factors such as its relatively small market and population. Nonetheless, Malaysia has developed niche skills in the animation market and the Malaysian government has set out a strategy to develop the country as a film hub. The recent introductions of tax breaks for foreign and domestic film productions and the opening of the USD120 million Pinewood Iskandar Studios represent important steps in this direction.

Key findings of the Oxford Economics Report include the following:

1. In 2013, the film and television industry contributed a total of USD1.7 billion (RM5.6 billion) in GDP to the local economy.
2. The film and television industry supported 59,831 jobs.
3. The film and television industry contributed USD220 million (RM713 million) in tax to the local economy.

A copy of The Economic Contribution of the Film and Television Industry in Malaysia is available to view and download at [www.mpa-i.org](http://www.mpa-i.org).



The MPA's Frank Rittman with Dato' Jailani Johari, Deputy Minister of Communications and Multimedia.

MALAYSIA



Dato' Jailani Johari, Deputy Minister of Communications and Multimedia, and the MPA's Frank Rittman respond to media questions.

NEW ZEALAND

## GALA CAPTIONED SCREENING CELEBRATES INCREASED OFFERINGS IN NZ CINEMAS

▶ The Motion Picture Distributors' Association, partnered with the National Foundation for the Deaf, the Hearing Association of New Zealand, and Deaf Aotearoa New Zealand, hosted a special captioned screening of *Monuments Men* at Event Cinemas during Hearing Week to celebrate the greatly improved accessibility to cinema screenings for deaf, hearing impaired and hard of hearing New Zealanders. Several Members of Parliament attended, including New Zealand's first deaf MP, Mojo Mathers.

The "Caption It" campaign was also launched at the screening. Annabel MacKay is the young face of the "Caption It" campaign who wrote a letter to the Prime Minister to request captioning further content.



MP Ruth Dyson; Tony Eaton, MD NZSA, MP Mojo Mathers; Carmen Switzer, GM Event Cinemas; and Louise Carroll, CEO, NZ Foundation for the Deaf, at the captioned screening of *Monuments Men*.

NEW ZEALAND

## NEW ZEALAND CREATIVE INDUSTRIES LAUNCHES THANK YOU CAMPAIGN

▶ The creative industries in New Zealand have joined together to create a Thank You campaign to thank people for accessing their creative content legally. The campaign includes 30- and 45-second trailers featuring celebrities expressing gratitude to those who pay for, and legally enjoy, the result of their labors.

Actor Temuera Morrison, of *'Star Wars'* and *'Green Lantern'*, features along with Australian Idol winner, singer Stan Walker, and several stars of the popular local drama *Shortland Street*. Other segments include Books and Authors and the video game industry. All the actors donated their time and talent to the production, and the post-production work was completed free of charge by Auckland post-production house Images & Sound.



MPA A.C.E. Award (2008) winner Temuera Morrison and daughter Aiorangi appear in a new Thank You Campaign video trailer.

NEW ZEALAND

## TROPFEST NZ UNEARTHES KIWI FILMMAKING TALENT

▶ On February 16, the MPA continued its long-standing support of emerging filmmakers at short film festival Tropfest New Zealand, awarding first place to filmmaker Andrew Cooper, who earned a five-day film immersion course in Los Angeles. Cooper's film *Help* tells the story of a support group leader for wickedly weird addictions

who discovers that he has an addiction of his own. *Help* was one of the 14 finalist short films that delighted an estimated crowd of 8,000 at the TSB Bowl of Brooklands in New Plymouth.



Tony Eaton, MD NZSA; actor and producer Greg Smith; Tropfest NZ winners Andrew Cooper and Nicola Peeperkoorn; and Michael Laverty, Tropfest International Managing Director. [Photo: Rob Tucker]

NEW ZEALAND

THE PHILLIPINES

MPA AND U.S. EMBASSY MANILA SCREEN *EKSTRA* IN CELEBRATION OF WORLD IP DAY

▶ In celebration of World IP Day, this year themed 'Movies: A Global Passion', the MPA and the U.S. Embassy Manila were joined by over 100 representatives from the Philippine government, intellectual property organizations, local screen community representatives and students at a special screening event of *Ekstra (The Bit Player)* at Ayala Center, Legazpi Village, Makati City on April 15.

Joji Alonso, producer of the award-winning independent film *Ekstra*, and recipient of the MPA Asia-Pacific Copyright Educator (A.C.E.) award for her role in advocating for legislation to prevent illegal camcording in cinemas across the Philippines, was present and reiterated that it is important that the movie industry and everyone who supports it is protected from IPR theft.

*Ekstra* is a drama-comedy film directed by Jeffrey Jeturian and produced by Joji Alonso. The film follows a day in the life of Loida Malabanan (Vilma Santos) as she embarks on yet another day of shooting a soap opera as an extra. The film received the Audience Choice Award, NETPAC Award, Best Screenplay, Best Actress, Best Supporting Actress and Special Jury Prize at the Directors Showcase, 2013 Cinemalaya Independent Film Festival.



[From left] Dennis Pinlac, Executive Director, Optical Media Board; William Macavinta, Senior Superintendent, Philippines National Police; General Ricardo Blancaflor, director, Intellectual Property Office; Atty. Marivic Benedicto, legal officer, PARI; and Atty. Allan Gepty, deputy director general, Intellectual Property Office.

THE PHILLIPINES

SINGAPORE

DIGITAL CONTENT EVOLUTION STEPS UP A GEAR IN SINGAPORE

▶ On May 22, a panel of creative industry representatives came together to discuss the viability of online distribution at the Centre of Content Promotion (CCP) Breakfast Workshop "Spotlight on Singapore: Online on Track," at Digital Matters, 2014.

Moderated by Stacy Baird, President, Citrus Co. Advisors, the panel featured Steven Frank, Business Development Manager APAC, Deezer; Ho Jia Jian, Co-founder, Vidsee; Syaheed, Country Manager SG/Malaysia & Trade Marketing Manager (Asia), Believe Digital; David Simonsen, SVP Content Development, HBO Asia; and Frank Rittman, Senior VP, Deputy MD & Regional Policy Officer Asia Pacific, Motion

Picture Association (MPA). The panel attracted a wide audience of representatives from the film, TV and music industries, technology sector, government representatives and media.

The panel aimed to identify and give context to the continually shifting digital landscape in Singapore: how new players have found a foothold in the market and gained traction with audiences; how traditional media organizations have adapted to providing digital services on the go; how Singapore is faring in relation to leading and neighboring Asian markets; and how various challenges to legitimate business models are being met.

SINGAPORE



[From left] Stacy Baird, President Citrus Co. Advisors; Frank Rittman, MPA; Syaheed, Country Manager, Singapore/Malaysia, and Trade Marketing Manager (Asia); Steven Frank, Business Development Manager APAC, Deezer; Ho Jia Jian, Co-founder, Vidsee; David Simonsen, SVP Content Development, HBO Asia.

## SINGAPORE'S CREATIVE COMMUNITY CELEBRATES WORLD IP DAY

SINGAPORE

▶ In commemoration of World IP Day, the U.S. Embassy in Singapore and the MPA jointly hosted a special screening of *Captain America: The Winter Soldier* and *It's a Wrap* at Golden Village (GV) Vivo City on April 22. Over 200 guests from various government agencies, creative industry professionals and students attended the special screening.

Launched in 2010, "It's a Wrap" is an educational video that goes behind the scenes to provide insight into the workings of the Singapore film industry and how a movie is made.



U.S. Ambassador to Singapore Kirk Wagar and his wife Crystal, with the MPA's Frank Rittman and Edward Neubronner (Photo: U.S. Embassy Singapore)

## CREATIVE COMMUNITY PUBLISHES RESEARCH ON ONLINE BEHAVIOR AND ATTITUDES OF SINGAPOREANS

▶ On March 18, a report titled "Online Behavior And Attitudes Of Singaporeans In Relation To Movie, TV And Music Piracy 2014," and a new Thank You video campaign trailer that recognizes audiences for choosing to see movies in cinemas, rather than through illegal channels, was launched at GV Grand, Great World City.

Sycamore Research and Marketing was commissioned to develop "Online Behavior and Attitudes of Singaporeans In Relation To Movie, TV and Music Piracy 2014" by local exhibitors Golden Village, Shaw Theatres and Cathay Cineplexes, with support from a number of film, television and music organizations. Sycamore has completed similar research in Australia, and has developed a high level of expertise in assessing piracy attitudes and behavior. The Singapore research includes quantitative reporting and qualitative focus group assessments.

The findings include:

1. More than half (61%) of the Singaporean adult population (16-64) say they have participated in movie and TV or music piracy;
2. It's a youth issue: 69% of 16-18 year olds and almost three-quarters (74%) of 19-24 year olds actively download or stream pirated music, movies or TV shows;
3. Singaporeans pirate copyrighted content because they can get it for free; 85% of active pirates say they pirate content because it is free;

4. A majority of Singaporeans (55%) believe the Internet requires more regulation to prevent individuals from downloading or streaming pirated content. Interestingly, those who most actively pirate digital content also support these measures;
5. More than half of Singaporeans (55%) say they support blocking Internet sites where a court has determined the sole commercial purpose of the website is to illegally profit from copyrighted content.

A copy of research is available to view and download at [www.sycamore.com.au](http://www.sycamore.com.au).



Guests at the launch of the Sycamore research report 'Online Behavior and Attitudes of Singaporeans in Relation to Movie, TV & Music Piracy 2014' and Thank You campaign.

SINGAPORE

**TAIWAN**

**ONLINE COPYRIGHT PROTECTION DISCUSSED AT TISF-PCCU SEMINAR**

TAIWAN

▶ On May 13, the Taiwan International Screen Foundation (TISF) and the Chinese Culture University (PCCU) co-organized a seminar introducing international trends in Internet administration. The event attracted 55 attendees including American Institute in Taipei (AIT) officials, IP Court judges, prosecutors, Taiwan Intellectual Property Office (TIPO) officials, and academics to exchange opinions on legislation regarding copyright protection.



The MPAs Matthew Cheetham, Neil Gane and Geerart Bourlon present at the seminar.

**MPA SCHOLARSHIP PROGRAM IN TAIWAN**

TAIWAN

▶ Through the Taiwan International Screen Foundation (TISF), the MPA and Chinese Culture University have established two scholarship programs to encourage graduate students to engage in research relating to movie production. On February 24, Wu Yi-Tien, a Masters student from the Law School and Chen Yong, a Ph.D. student from the Graduate School of Political Science were chosen as the winners of the scholarships in 2014. A public ceremony hosted by the President of Chinese Culture University Lee Tien Renwas held for the winners to present their research projects and accept the award from Mike Ellis, President, MPA, Asia-Pacific.



Guests at the ceremony held at the Chinese Culture University.

## MPA'S MIKE ELLIS MEETS TAIWAN VICE PRESIDENT WU DEN-YIH

▶ On February 25, Mike Ellis, President, MPA, Asia-Pacific, met with Taiwan Vice President Wu Den-Yih to discuss the successful economic, cultural and social contribution made by the screen community in Taiwan, and the opportunities for further growth and development.

TAIWAN • Ellis congratulated Vice President Wu on the launch of an Oxford Economics report identifying the significant economic contribution made by the film and television industries in Taiwan.



Mike Ellis, President & Managing Director, Asia Pacific, MPA meets with Wu Den-Yih, Vice President of Taiwan.



Vice President Wu and Ellis jointly acknowledged the opportunities for the screen sectors in Taiwan, the U.S., and Asia-Pacific to work together to produce high-quality screen content for both local and global audiences, recognized the importance of protecting valuable creative works online, and encouraged conditions that allow for the development of vibrant, healthy digital economies.

## ROUNDTABLE DISCUSSION EXPLORES ONLINE COPYRIGHT PROTECTION ON WORLD IP DAY

▶ On April 25, the Taiwan International Screen Foundation (TISF) organized a roundtable discussion to mark World IP Day. The theme of the discussion revolved around protection of online copyright. About 60 people participated in the discussion, including officials from AIT, TIPO, BAMID and local movie artists, such as Yeh Tien-Lung (director of film *Twa-Tiu-Tiann*), Yeh Dan Chin (scriptwriter of *Twa-Tiu-Tiann*) and lawyer Liu Chen Zer.

TAIWAN •



Participants gather at the roundtable discussion to mark World IP Day in Taiwan.



## TISF PARTNERS CODA IN IP AWARENESS EVENT

- ▶ On February 22, the Taiwan International Screen Foundation (TISF) joined Japan's Content Overseas Distribution Association (CODA) to organize a carnival at Huashan Culture Plaza to promote the awareness of copyright protection. Calvin Chen, from popular boy band "Fahrenheit", an ambassador of cultural exchange between Taiwan and Japan, and rising girl group "Weather Girls" were special guests at the event, which attracted about 6,000 people.

Director-General Wang Mei-Hua of TIPO delivered welcoming remarks, and other participants included the Chief Director of IPR Police, Ching-Chuen Lee, and the Director-General of the Bureau for Audio-Visual and Music Industry, Chang Tsung-Jen.

TAIWAN



Taiwanese girl group "Weather Girls" pose for a picture with TISF's Spencer Yang.



Calvin Chen from popular boy band "Fahrenheit" was among the guests at the carnival.



Guests arriving at the carnival at Huashan Culture Plaza.

## TAIWAN SCREEN COMMUNITY CALLS FOR FURTHER GROWTH AS SECTOR CONTRIBUTES USD\$5.5 BILLION TO ECONOMY

- ▶ In 2013, the film and television industry contributed US\$5.5 billion (NT\$168 billion) in GDP to the Taiwanese economy, supported 113,800 jobs, and generated some US\$543 million (NT\$16 billion) in tax revenues, according to a report issued by Oxford Economics.

"The Economic Contribution of the Film and Television Industries in Taiwan" assessed the economic contribution of the screen entertainment sector in its entirety — from small production companies through to large distribution and exhibition businesses, and from productions made for online viewing through to those for wide television network viewing.

The report was released on February 25 at the Taiwan University Alumni Hall in an event attended by film director Chu Yen-ping, Willy Liao of Showtime Cinemas, Akira Chen of Luminoso Film Co. Ltd., Mindy Lee of Fox International Channels, as well as members of Taipei Film & Drama Union, Taipei Film Trade Association, Satellite Television Broadcasting Association, Taipei Multimedia Production Association, and other screen industry representatives.

The report shows that each person employed in the film and television sector in 2013 generated, on average, US\$59,470 (NT\$1.8 million),

which is over 40 percent higher than the economy-wide average of US\$42,283 (NT\$1.28 million). The figures illustrate that the screen industry provides valuable, professional employment to many thousands of people in Taiwan, each contributing substantially to the economic prosperity of the country.

A copy of The Economic Contribution of the Film and Television Industry in Taiwan is available to view and download at [www.mpa-i.org](http://www.mpa-i.org).

TAIWAN

**THAILAND**

**ASEAN ANIMATION CONTEST LAUNCHED IN THAILAND**

THAILAND

▶ On April 9, the Department of Intellectual Property (DIP) successfully launched an ASEAN Animation Contest. Deputy Director-General Kulanee Issadisai emphasized in a speech that the animation industry is growing rapidly around the world, and member countries of ASEAN have recognized the potential of the industry. To compete in the world market, ASEAN should support and develop the animation industry in the region by developing the skills, knowledge and ability of animators and creating opportunities for entrepreneurs, as well as protecting copyright.

DIP, with the Japan Copyright Office, Korea Copyright Commission, MPA, TECA, Thai Digital Entertainment Content Federation, and Software Industry Promotion Agency (Public Organization) organized an Animation Contest in July. The one-and-a-half day event involved industry experts speaking to a group of emerging animators from around the region.



[From left] Kajit Sukhum, Copyright Office Director, DIP; Representative from Software Industry Promotion Agency (Public Organization); Hee Dong Lee, Korea Copyright Commission; Kulanee Issadisai, DDG, DIP; MPA Thailand's Thienchai Pinvises; Ronnapong Kumnaunthip, Chairman, Thai Entertainment Content Trade Association; Piset Chiyasak, General Manager, Thai Entertainment Content Trade Association.

## THAI SECURITY EXCHANGE LAUNCHES “THE PRIDE IN THAI INNOVATIVE AND CREATIVE BUSINESSES” PROJECT

THAILAND

▶ The Securities & Exchange Commission, with the National Science and Technology Development Agency (NSTDA), the Stock Exchange of Thailand (SET), the Thai Business Incubators and Science Parks Association (Thai-BISPA), the Thai Venture Capital Association (TVCA), the Investment Banking Club, participating approved auditors and the National Federation of Thai Film Associations (NFTFA) announced the launch of “The Pride in Thai Innovative and Creative Businesses” project, aiming to promote raising funds through capital markets for innovative and creative businesses.

The project was launched to raise awareness and accessibility to capital markets among business operators in areas of research, development, science, technology and innovation as well as local wisdom, art and culture or creativity based businesses, such as alternative energy, software, movies, content and animation industries. The project is expected to create value-added products and services to propel recognition of Thailand’s innovation and creativity worldwide.



Guests at the launch of “The Pride in Thai Innovative and Creative Businesses” project included (front, 3rd from left) Jaruek Kaljaruek, Chairman, Kantana Group; (front, 7th from left) Vorapol Socratyanurak, Secretary-General, Security Exchange Commission; and (front, 4th from right) Weerasak Kowsurat, Secretary-General, National Federation of Thai Film Associations (NFTFA).

## EDUCATION CAMPAIGN AGAINST DIGITAL PIRACY TAKES CENTER STAGE

THAILAND

▶ On March 27, the Thai creative community launched an education campaign against digital piracy in Thailand. The campaign, “Load Len Len Kor Pen Reung”, raises awareness about the negative effects of piracy on Thailand’s creative community and educates users about alternative ways to legitimately purchase movies, TV shows, music and software.

A mini-concert was staged at the launch, with well-known singers from True Academy Fantasia, The Voice Thailand, and popular singers from YouTube including ‘The 38 Years Ago’. Pongsuk Hiranprug, an IT guru who hosts the TV program ‘Beartai Hitech’ was also on stage to discuss digital piracy.

The campaign was co-sponsored by the Thai-U.S. Creative Partnership, Thailand’s Ministry of Commerce Department of Intellectual Property, U.S. Embassy Bangkok, Microsoft Thailand, True Vision Cable, the Thai Entertainment Content Association and the Motion Picture Association of Thailand.



Representatives from Thailand’s creative community launch the “Load Len Len Kor Pen Reung” education campaign against digital piracy.

**VIETNAM**

**VIETNAM SCREEN COMMUNITY CELEBRATES WORLD IP DAY WITH LAUNCH OF THANK YOU CAMPAIGN TRAILER**

VIETNAM

▶ On April 25, the U.S. Embassy in Hanoi, MPA and CGV Cinema of Mega Star Media (CGV) jointly organized a special screening of Walt Disney Animation Studios movie *Frozen* to celebrate World IP Day 2014. Nearly 220 representatives from the Vietnamese government, universities and artistic industries attended the screening with US Embassy officials and executives from the MPA and CGV. The event also saw the launch of a new trailer produced for the Vietnamese film and TV industry to raise awareness of the value of creativity and respect for IP rights.



U.S. Embassy officials and MPA and CGV executives gather for World IP Day celebrations in Vietnam.



*Promoting and Protecting the Screen Community*



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