



NEWS RELEASE

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CREATIVE COMMUNITIES ACROSS THE ASIA PACIFIC CELEBRATE MOVIES & MUSIC TO MARK WORLD INTELLECTUAL PROPERTY DAY

Singapore: In celebration of World Intellectual Property (IP) Day, April 26, the Motion Picture Association (MPA) is jointly hosting with U.S. Embassies and creative communities across fifteen countries in the Asia Pacific region, a range of creative events and screenings promoting the importance of intellectual property.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO), and has been celebrated annually on April 26 since its inception in 2001. This year, the theme is 'Get up, stand up. For music.', a theme which is being embraced by the screen community with particular regard to the role of music scores and soundtracks in movies and television shows.

The events are taking place over a two-week period in Australia, China, Cambodia, Hong Kong, India, Indonesia, Korea, Japan, Malaysia, New Zealand, Singapore, Taiwan, Thailand, the Philippines and Vietnam. They include screenings of some of this year's most popular film titles including *Avengers: Age of Ultron* and *The Longest Ride*, local popular feature films, music composition panel discussions, songwriting competitions, film craft workshops for students, and educational events all aimed at raising awareness and respect for the role of creative intellectual property in the economy, culture and society.

Mike Ellis, President and Managing Director, MPA Asia Pacific said, "As the Asia Pacific region continues to develop economically at a significant pace, and technological innovation allows many hundreds of millions of people to access movies and TV shows on smart devices as well as in quality big screen theatres, so valuing and respecting the creative process and the work and talent that goes into developing new stories for the screen becomes increasingly important. Kudos to the many talented people in our communities who dedicate their time to the creative process and contribute to our enjoyment of the on-screen experience."

Speaking at a movie screening event in Hanoi, U.S. Ambassador to Vietnam, Ted Osius, said, "Some people view piracy as a 'victimless crime'. This is far from the truth. Our artists, investors, depend on us to help protect their creations. Otherwise, where is the motivation to invest time and energy in innovation? Strong IP protection is critical for Vietnamese filmmakers, musicians and other creative professionals to be successful. Strong IP protection is absolutely necessary to help Vietnam reach its full potential. Strengthening IP protection is a top priority of the Trans-Pacific Partnership Free Trade Agreement, protecting creativity and innovation throughout the region."

Attending a screening event in Hong Kong, which included the launch of a student-produced video encouraging creativity and respect for intellectual property rights, Ada Leung, Director of Intellectual Property Department, said, "Enhancing respect for creativity and IPR needs continuous, concerted effort by all stakeholders. The Hong

Kong Government is committed to promoting the public awareness of IPR protection through various school programs, public events as well as collaboration with industry associations and youth groups.”

Speaking during a seminar on music composition for the screen, Singaporean rapper and songwriter Kevin Lester (THELIONCITYBOY), said, "In the last year, Singapore has seen a new appreciation for contemporary local music. So this panel comes at a great time to educate and remind artistes and future creators to not forget and more importantly to respect the value of their IP."

Partnering in a screening event in Phnom Penh which attracted students and emerging filmmakers, Michael Chai of Westec Media, Ltd, said, "We are honored to jointly support this event with the MPA and the U.S. Embassy in recognizing the importance of IP. We are committed to providing a quality cinema experience for audiences here in Cambodia, however, we can only do this if we all partner together to create an environment where films are appreciated, their value acknowledged, and the rights of artists and producers fully protected."

Every year MPA Asia Pacific works alongside local stakeholders to organize outreach programs during World IP Day to encourage greater interaction among creative communities, various government agencies and students. These programs provide a platform for people to discuss, share and demonstrate how respect for creative intellectual property can positively influence the cultural and economic prosperity of communities everywhere.

To view a summary of events being held around the Asia Pacific regions, view the MPA website homepage [here](#).

To see images from some of the various events around the region, click [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct 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 and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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