



NEWS RELEASE

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INDONESIA CELEBRATES WORLD INTELLECTUAL PROPERTY DAY IN STYLE WITH COPYRIGHT FORUM, DIY MOVIE MAKE UP EFFECTS WORKSHOP AND SPECIAL SCREENING OF *CINTA SELAMANYA* (FOREVER LOVE)

SINGAPORE/JAKARTA – On May 6 & 7, World Intellectual Property Day was celebrated in Indonesia in style this year, with the screen community and Government partnering in a range of events to highlight the importance of intellectual property and the need to step up the protection of copyright in the digital age.

On May 6, the Film Producers Association of Indonesia (APROFI) and the newly formed Indonesian Creative Economy Agency (BEKRAF), with support from the Motion Picture Association (MPA) and a range of other local film industry stakeholders, held a landmark Copyright Forum *How to Protect & Monetize IP Rights in the Film Industry* at the JS Luwansa Hotel & Convention Center in Jakarta.

The milestone event, which attracted a capacity audience of 320 participants, was officially opened by Indonesian Vice President Drs. H. Muhammad Jusuf Kalla, who said, "A good film involves the enjoyment of the viewing experience and inspires the audience. But a good quality film requires a big budget, which can only be raised if piracy is eliminated. Because of piracy, filmmakers and their teams will lose their income and this will affect the quality of filmmaking in Indonesia. Piracy is ruining our film industry, so we must protect it by finding solutions and solving the problem now."

The audience also heard from Triawan Munaf, Chief of BEKRAF, Sheila Timothy, APROFI Chairman, Rudiantara, Minister of Communication and Information, Yasonna Laoly, Minister of Law, Prof. Dr. Ahmad M Ramli, Director General of the IPR department of the Minister of Law and Human Rights, leading filmmakers Mira Lesmana and Salman Aristo, together with international copyright experts from the MPA, the Korean Film Council (KOFIC), 21st Century Fox and the International Federation of the Phonographic Industry (IFPI), who shared a global perspective on the adoption and success of measures that block major pirate websites.

BEKRAF's Triawan Munaf highlighted the need to develop film as a powerful contributor to the Indonesian digital economy: "Film is a influential form of soft power... We need to create a better ecosystem for content, otherwise the potential of our industry will not be realized. The high rate of piracy in the Indonesian film industry urgently demands the attention of Government to jump on it and solve the problem immediately, otherwise we are facing great losses which could kill the industry."

On May 7, the MPA in partnership with Layaria, the U.S. Embassy and U.S. Cultural Center @america, presented a special *Film 101: DIY Make Up Effects* workshop.

The event was once again hosted by Layaria's Dennis Adishwara, along with professional make up artists, who demonstrated the various skills involved in film and television special effects make up. The DIY workshop gave young hopeful make up effects artists the opportunity to try out various techniques under the guidance of professionals. 190 filmmakers tried their hand at creating zombie make-up on willing volunteers, and a huge amount of fun was had by all.

Opening the event, U.S. Ambassador Robert Blake underscored the importance of IPR protection to Indonesia's creative economy, noting that, "Industries like film, music, software, and research and development will drive future economic growth around the world and right here in Indonesia. Countries with strong IP laws and enforcement will reap the greatest benefits, as investors and innovators seek markets where their creative works are protected."

Dennis Adishwara said, "People in Indonesia often don't understand the importance of IPR, and do not realize that by watching films via illegal downloads is actually stealing from the 'villagers' who work on the film. Through film workshops like this, we want to show how filmmaking involves many techniques and skills, and doesn't just revolve around actors or directors. We love to open up the opportunity for others to study and master other specialties in filmmaking, such as make up effects."

That evening, at Senayan City XXI cinema, an audience of nearly 190 attended a special World IP Day screening of one of Indonesia's latest films, *Cinta Selamanya* (Forever Love). The audience included the film's producer Susanti Dewi, lead actor Rio Dewanto, publicist Ade Kusumaningrum, the Editor in Chief of Cosmopolitan (Indonesia) Fira Basuki – on whose life story the film was based, and representatives from Indonesian Government, universities, film schools, high schools and filmmakers.

Producer Susanti Dewi welcomed the audience to the screening, "We produced the film with heart and soul and if you like it, please tell your friends to watch it by going to the cinema, buy the ticket and watch it properly. Therefore we know that you appreciate our good work and support us in making enjoyable films in the future."

Rio Dewanto, the film's lead character, said, "Film rights are important because film is an art of creation, a collaboration of creative minds and tastes, involving many people and capital. Therefore piracy should be combated."

Stephen Jenner, Regional Director of Strategic Communications and Third Party Outreach, Asia Pacific, MPA said, "Choosing to build your career in the creative industries is a personal choice that should be admired and respected, quite simply because you are choosing the risky option that won't guarantee that pay cheque at the end of every month. Instead you are going out on a limb to tell stories using the cinema as your large canvas, in the hope that people will enjoy the experience and either be entertained, educated or perhaps both. World IP Day is our chance to acknowledge the commitment you have made to explore your creative potential, and we would like to take this moment to say – thank you, we respect your work, and we hope that others do the same, especially when choosing to access content through legal channels."

Cinta Selamanya (Forever Love) is based on the true story of Fira Basuki, a famous writer who is also Cosmopolitan magazine's editor-in-chief. The film opened nationwide in all cinemas April 30th 2015.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26th since its inception in 2001. The day provides a good opportunity around the world to reflect on the importance of human innovation and celebrate the significant role that intellectual property plays in our daily lives.

See images of World IP Day events [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.

For more information, please contact

Stephen Jenner
MPA Asia-Pacific
(65) 6253 1033

June Tan
MPA Asia-Pacific
(65) 6253 1033