



# THE MPA ASIA-PACIFIC REPORTER

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Promoting and Protecting the Screen Community



MPAA Chairman and CEO Chris Dodd

## MPAA CHAIRMAN & CEO CHRIS DODD EMPHASIZES STRONG U.S.-CHINA FILM INDUSTRY RELATIONSHIP DURING HIGH PROFILE FILM & COPYRIGHT EVENTS IN SHANGHAI

The strong and growing partnership between the American and Chinese film industries was the focus of MPAA Chairman and CEO Chris Dodd during speaking engagements at the 18th Shanghai International Film Festival (SIFF).

The 2nd Film Industry Value Chain Development Forum was held on June 15 at the Academy Theatre, STA, attracting over 280 Chinese and international guests. Leading industry experts participated in two panel sessions in a review of China's emergence on the global film stage and the huge potential for the local industry to expand into a wide range of film-related sectors.

The first panel, moderated by Sherwood Hu – Dean of School of Film and Television, STA, explored the influence and opportunities the internet affords the film industry in China, and featured Eva Jin – Director (*Sophie's Revenge, One Night Surprise*), Yu Dong – Founder & President, Bona Film Group, Wang Hong – Vice President of Hengdian Group Holding Co. Ltd. and Chairman of Hengdian Film and TV Production Co. Ltd, André Morgan

– China/U.S.-based producer (*Million Dollar Baby, Perhaps Love*), An Xiaofen – Chairman of Dasheng International Films and Andrei Zvyagintsev – Russian Director (*Leviathan*).

The second panel, moderated by Bao Ran – CEO of eMovie Ltd., explored the contribution of mobile internet and smartphones to the film industry value chain, the impact of capital flow into the industry, and the potential extent of the movie industry ecosystem, and featured Gong Yu – Founder & CEO of iQiyi, Kelvin Hou – CEO of Mtime, Liu Chunning – President of Alibaba Digital Media Entertainment Group, Jerry Ye – VP of Wanda Culture Group and Jonathan Spink – CEO HBO Asia.

Later that day, Senator Dodd delivered the keynote speech on the Cultural and Economic Importance of Film and the Role of Copyright at a special roundtable convened by the National Copyright Administration of China (NCAC) and the World Intellectual Property Organization (WIPO).

On June 14, the MPA partnered with SIFF and Mtime for the American Film Night cocktail

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## MPAA CHAIRMAN & CEO CHRIS DODD EMPHASIZES STRONG U.S.-CHINA FILM INDUSTRY RELATIONSHIP DURING HIGH PROFILE FILM & COPYRIGHT EVENTS IN SHANGHAI (cont'd)

reception and a special screening of *Jurassic World*, directed by Colin Trevorrow and featuring Chris Pratt, at the China Financial Information Center (CFIC). Among more than 300 Chinese and international film industry guests were Charles Zhang – Founder and CEO of Sohu.com, Gong Yu, – Founder and CEO of iQiyi.com, Jerry Ye – VP of Wanda Culture Group, Wang Hong – Vice President of Hengdian Group Holding Co. Ltd. and

Chairman of Hengdian Film and TV Production Co. Ltd, Eva Jin – Director (*Sophie's Revenge*), An Xiaofen – Chairman of Dasheng International Films, Guo Fan – Director (*My Old Classmate*), and Zhao Tianyu – Director (*Zhongkui: Snow Girl and The Dark Crystal*).

On Tuesday June 16, the MPA supported the Winston Baker 3rd Annual Film Finance Forum China. ■



Producer **André Morgan** at the American Film Night.



Sohu CEO **Charles Zhang** at the American Film Night



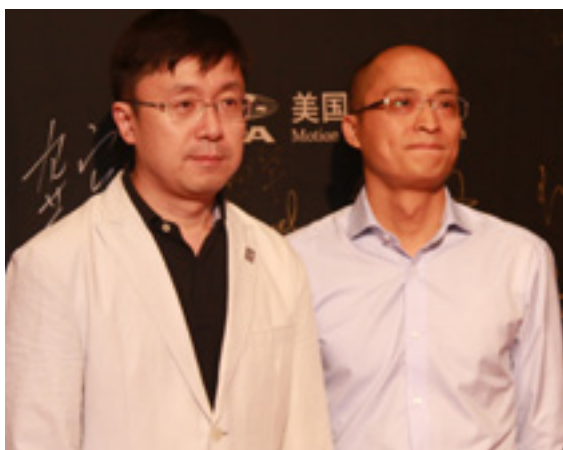
Actress **Aixinjueluo Qixing** at the American Film Night.



Director **Eva Jin** leaves her signature at the American Film Night.



Actress **Zhang Tian'ai** at the American Film Night.



**Gong Yu**, Founder and CEO of iQiyi.com with **Yang Xianghua**, Senior VP of iQiyi.com at the American Film Night.



Mtime's movie exhibition showcased at the American Film Night.

## Speakers at the 2nd Film Industry Value Chain Development Forum:



**Jonathan Spink**, CEO, HBO Asia



**Kelvin Hou**, CEO, Mtime



**An Xiaofen**, Chairman and President of Dasheng International Media



**Yu Dong**, CEO, Bona Film Group



Russian director **Andrei Zvyagintsev**



**Hu Jinjun**, Director General, Shanghai Municipal Administration of Culture, Radio, Film and TV



**Sherwood Hu**, Dean of Film and TV Academy, Shanghai Theatre Academy



**Ye Ning**, VP, Wanda Culture Group



**Wang Hong**, VP, Hengdian Group



**Liu Chunning**, President, Alibaba Digital Media Entertainment Group



**Han Sheng**, President, Shanghai Theatre Academy



**Bao Ran**, CEO, eMovie



## 2ND TROPFEST SOUTH EAST ASIA WON BY SELF-TAUGHT CAMBODIAN FILMMAKER

On February 1, Cambodian filmmaker Polen Ly claimed first prize at the second 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 Motion Picture Association (MPA). Polen Ly's film *Colourful Knots* is a beautifully poignant story about a friendship that develops between children from very different backgrounds in Phnom Penh. Polen received his prize from Tropfest SEA judge and actor, Sullivan Stapleton (*300: Rise of an Empire, Animal Kingdom, Gangster Squad*), together with MPA's Mike Ellis, in front of thousands of enthusiastic film fans at the Esplanade, Penang, Malaysia.

On January 31, MPA supported Tropfest South East Asia Roughcut at the Jen Hotel, Penang, which engaged directors, producers, actors and film executives on a wide range of subjects of interest to emerging filmmakers. Speakers and guests at the

event included actor Sullivan Stapleton (*300: Rise of an Empire, Animal Kingdom, Gangster Squad*), who shared the story of his big break into Hollywood, taking him from his work as a builder and production crew grip to high profile feature film and television series drama star.

Tropfest Managing Director Michael Lavery, 2014 Tropfest SEA winner Sothea Ines, Indonesian film director Lucky Kuswandi (*Selamat Pagi Malam, Madame X*), and director Hannah Espia (*Transit*), revealed their inspiration for entering the film industry and defined the importance of mentorship to support their career. Chairman Thai Animation and Computer Graphics Association - Lak Taechawanchai, Harry Yoon - Senior Executive MDeC - Yang Mee Eng and Malaysian MD and Executive Producer, Giggle Garage - Juhaidah Joemin, considered the opportunities of co-production between Southeast Asian markets on quality animation projects that



VIPs and winners gather on stage to celebrate short film.



## 2ND TROPFEST SOUTH EAST ASIA WON BY SELF-TAUGHT CAMBODIAN FILMMAKER (cont'd)

can reach a pan-Asian audience.

Indonesian actor and presenter Marissa Anita discussed the serious business of making people laugh with Singaporean comedian Kumar, while industry development subjects such as growing creative economies, promoting copyright and balancing classification and censorship issues were deliberated by VP Regional Acquisitions & Distribution, Astro - Teng Lee Yein, Director General Finas - Dato' Kamil

Othman, and MPA's Mike Ellis. The sessions were moderated by Indonesian producer Sheila Timothy.

The day concluded with renowned cinematographer Christopher Doyle (*Hero*, *In the Mood for Love*, *2046*), who shared his journey as an artist, and illuminated for the audience his creative process and passion for filmmaking. ■



The audience enjoys a night of short films at Tropfest SEA, Penang, Malaysia.



Tropfest SEA winner **Polen Ly** receives his prize from MPA's **Mike Ellis**.



(From left) Tropfest Managing Director **Michael Laverty**, Indonesian film director **Lucky Kuswandi**, 2014 Tropfest SEA winner **Sothea Ines** and director **Hannah Espia** at Tropfest Roughcut.

## DIGITAL TRANSITION A BUMPY ROAD AS AUSTRALIAN SCREEN INDUSTRY CONTRIBUTES \$5.8 BILLION TO ECONOMY

The report – *Economic Contribution of the Film and Television Industry in Australia* – was released on February 10 at Sound Stage 6, Fox Studios Australia, with some of Australia's leading filmmakers, screen actors and film and television industry executives in attendance. The key findings of the report show that in 2012-13, the film and television industry in Australia:

1. Contributed a total of \$5.8 billion in GDP
2. Supported 46,600 full time jobs
3. Contributed \$1.9 billion in tax

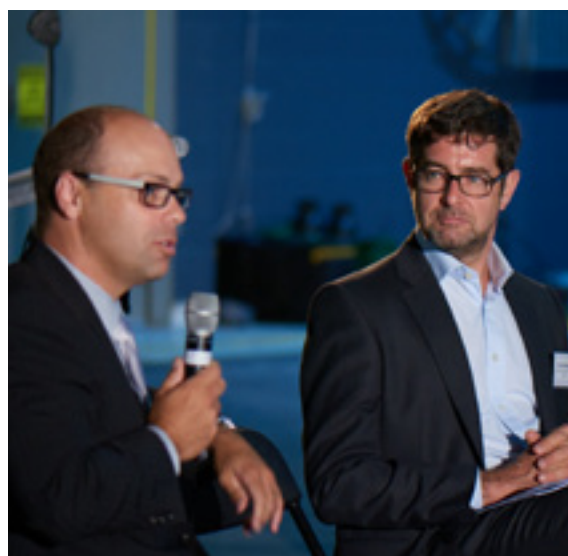
The report was launched with the support of the National Association of Cinema Operators – Australasia (NACO), Australian Independent Distributors Association (AIDA), Australian Home Entertainment Distributors Association (AHEDA), Motion Picture Distributors Association of Australia (MPDAA), Screen Producers Australia (SPA), Independent Cinemas Association of Australia (ICAA), MetroScreen, Media, Entertainment & Arts Alliance (MEAA), Australian Directors Guild (ADG), and Foxtel, and was commissioned by the Australian Screen Association (ASA). ■



**Jamie Hilton**, Producer (*The Little Death*, *The Waiting City* and *Backtrack*), urges consumers to access content via legal channels.



Recent AACTA Award-winning actress **Susan Prior** (*The Rover*, *Puberty Blues*) encourages Australians to support the film industry.



**Simon Bush**, CEO, Australian Home Entertainment Distributors Association (AHEDA) and **Bruce Meagher**, Director of Corporate Affairs, Foxtel, take questions from the audience during the research launch.



## ILLEGAL DVD SELLER ARRESTED IN VICTORIA

In January, Victorian Police conducted a vehicle stop and the male driver who - a well-known trader at the Caribbean Gardens and Markets - was arrested. A search of the vehicle revealed over 7,000 counterfeit DVDs.

The driver was subsequently charged with numerous state and federal offences and subsequently spent four months in remand. The accused has since entered a plea to all charges and is expected to be sentenced over copyright offences later this month.



Counterfeit DVDs on display at the Caribbean Gardens and Markets.

In March, Victorian police executed a drug search warrant in an industrial area in Lilydale, Victoria. During the search over 5,000 counterfeit DVDs & TV box sets were seized together with over \$30,000 cash. Investigators from the Australian Screen Association are assisting police with the formal examination of the DVDs seized, together with providing supporting copyright subsistence documentation.

A male in his thirties is assisting police with their inquiries and has subsequently been charged with a number of copyright offences and dealing with the proceeds of crime.

In May, unauthorized copies of DVDs, counterfeit mobile phones and medication were seized after Green Valley police undertook a counterfeit property operation at Trash and Treasure markets in the suburb of Prestons, New South Wales.

Investigators from the ASA and other third party agencies joined police during the operation. Several stallholders at the markets were allegedly openly selling many of the items suspected of being counterfeit. Three persons have been charged. ■

## YOUNG WESTERN SYDNEY SONGWRITERS HONOURED AS PART OF WORLD IP DAY

A song written by students from Sydney's Campbelltown Performing Arts High School has been chosen by a group of Australian creative rights organisations including the IP Awareness Foundation (IPAF), the Australian Guild of Screen Composers, APRA AMCOS and the ASA as part of World IP Day - celebrating the role of intellectual property in creativity and innovation. World IP Day is April 26, and kicks off a specially-themed year which spotlights music with the theme *"Get up, stand up. For music."*

The song *'Live it How You Wanna'* was written by Akosita Masima, Year 10 and Year 12 students Alexander Sunia, Junior Papalii and Nathan

Edwards. It was chosen from more than two hundred songs created in secondary schools as part of "SongMakers" - the APRA AMCOS national mentoring program, mentored by Rai Thistlethwayte (Thirsty Merc) and producer, Robert Conley (Kiss, Ricky Martin, Tina Arena, Destiny's Child).

The four co-writers will share \$2,000 in license fees from a group of Australian creative rights organizations collaborating for the first time on a World IP Day initiative. The song and its student writers will be profiled on the partner organizations' sites over the coming year and the song will be available to stream on demand from a World IP-themed page. ■



Winning team **Akosita Masima, Alexander Sunia, Junior Papalii** and **Nathan Edwards** with **Lori Flekser**, Executive Director of the IP Awareness Foundation, **Guy Gross**, President of the Australian Guild of Screen Composers, **Rai Thistlethwayte** and producer **Robert Conley**.



## CAMBODIAN FILM COMMUNITY TEAMS UP WITH MPA AND U.S. EMBASSY TO HIGHLIGHT CREATIVITY DURING WORLD IP DAY

On April 27, Westec Media, Ltd. and the Motion Picture Association (MPA) joined forces with the U.S. Embassy in Phnom Penh, Cambodia to organize a workshop on the protection of intellectual property rights as part of World Intellectual Property (IP) Day 2015. The workshop, which focused on this year's theme of creative contributions by the music industry, was led by officials from the U.S. Embassy, MPA, and Westec Media, Ltd., and was attended

by representatives from the Cambodian Government, universities and creative industries including U.S. Embassy Deputy Chief of Mission Julie Chung, Ministry of Culture Cambodia Copyright Department Lim You Sour, Michael Chai of Westec Media and Susan Lee of MPA. The workshop was followed in the evening by special screening of the new motion picture *Avengers: Age of Ultron*. ■

## CHINA

## CHINESE CONTENT INDUSTRY CALLS FOR EFFECTIVE MEASURES TO COMBAT EMERGING TRENDS IN ONLINE VIDEO PIRACY

On April 30, an industry initiative supported by the Motion Picture Association (MPA) to battle emerging trends in online piracy kicked off in Qingdao during the Northeast Asia Copyright Industry Expo's opening ceremony. Industry titans and associations united to issue a statement emphasizing the need for action, and pledging to support the highest standards of copyright protection.

China's leading Internet companies, including Baidu, Alibaba, Youku-Tudou, iQiyi, Sohu Video and LeTV, as well as the China Film Copyright Association (CFCA), China Film Distribution

and Exhibition Association (CFDEA), and China Film Producers' Association (CFPA) called for a number of measures. They included: cleanup of Internet piracy on cloud storage, the cessation of ad placement on rogue sites, a ban of illegal media boxes' sale on e-commerce platforms and inclusion on search engines, promotion of legitimate online video business, and self-regulation on the part of websites.

National Copyright Administration of China (NCAC) Vice Minister Yan Xiaohong and Shangdong Vice Governor Ji Xiangqi were present to support the launch event. ■



Industry representatives unite and pledge to strive for the highest standards of copyright protection.

## FUTURE OF CHINA'S VIBRANT FILM INDUSTRY TAKES CENTRE STAGE DURING SHENZHEN SHORT FILM FESTIVAL & COMPETITION

On May 17 aspiring young filmmakers participated in the final round of the KingBonn Awards competition, during the 6th China International New Media Short Film Festival in Shenzhen.

Considered the nation's premier short film competition, this year's KingBonn Awards attracted a considerable 3,117 short films from around the world, while additional submissions from partnering online video websites Youku-Tudou, Sohu, iQiyi and LeTV, resulted in a landmark 24,210 entries, proving that short filmmaking is a vibrant and important sector of the global film industry.

Chinese director and chairperson of the awarding jury, Peter Ho-Sun Chan, whose films include the musical *Perhaps Love* and box office hit *American Dreams in China*, acknowledged that short films offer an ideal medium and an affordable first step

for film industry contenders. This, plus the attraction of career-furthering prizes such as the Motion Picture Association's (MPA) week-long film immersion course in Los Angeles for the "Best Director" award, helped drive a record high level of interest.

Those honored included Yu Yansong, who won the MPA "Best Director" award for *Spring Officer*, a documentary short film highlighting the disappearing traditions of western China's countryside; He Wenchao, whose suspenseful short film *Gyges* won both the "Best Short Film" and "Best Fiction Short Film" awards; while the "Best Animation Short Film" award was given to Russian director Konstantin Bronzit for *We Can't Live Without Cosmos*; and the "Best Documentary Short Film" award was granted to Dutch director Kuba Szutkowski for *Collecting is a Disease*.

Government officials and prominent filmmakers attending the event included: Tian Jin, Vice Minister of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), Luo Jianhui, Director General of SAPPRFT's Internet Media Management Department, Wu Yihuan, Vice Mayor of Shenzhen, and film director Peter Chan.

The 6th China International New Media Short Film Festival, which concluded on May 17, also included the International Director TEF Summit, an outdoor carnival and creators' salon which operated over four days of forums and activities. Founded in 2010, it is the only national short film festival officially supported by SAPPRFT. ■

MPA's William Feng joined Vice Mayor Wu Yihuan to present the MPA Best Director award to Yu Yansong.



VIPs and participants gather on stage at the closing ceremony of the 6th China International New Media Short Film Festival in Shenzhen.



## MPAA STUDIOS FILE CIVIL ACTION AGAINST XUNLEI FOR MASS INFRINGEMENT OF COPYRIGHT

On January 19, MPAA studios filed 28 civil actions against Shenzhen Xunlei Networking Technologies Co. (Xunlei), a large Chinese-language video website in China, alleging various acts of copyright infringement. The

actions were filed in the Nanshan District Court in Shenzhen, seeking damages, claims for orders to stop the infringing activity, a public apology, and requesting that Xunlei bear the studios' litigation costs. ■

## MPA SUPPORTED 2015 AMBASSADOR'S IPR ROUNDTABLE

On April 23, the U.S. Embassy in Beijing held the "2015 Ambassador's IPR Roundtable: Copyright in a Global Digital Community" discussion to consider key issues related to technology advancement and copyright. William Feng of MPA China, moderated a panel discussion addressing piracy challenges in the 21st century. He was joined by Shawn Yun, Vice Chairman of the Quality Brands Protection Committee from the China Association of Enterprises With Foreign Investment; John Medeiros, Chief Policy Officer of the Cable and Satellite Broadcasting Association of Asia (CASBAA); Li Yangsong, President of iQiyi Film Company; Sony executive Leon Xiu; and CCTV executive Yan Bo. ■



U.S. Ambassador **Max Baucus** addresses the audience at the 2015 Ambassador's IPR Roundtable.

## SPOTLIGHT ON CHINA'S EMERGING FILMMAKERS AT 5TH BEIJING INTERNATIONAL FILM FESTIVAL

Celebrities, filmmakers, government officials and industry representatives from around the globe supported a series of MPA events during the 5th Beijing International Film Festival (BJIFF) on April 17 and 18.

On the evening of April 17, MPA hosted a special reception and dinner "*For the Love of Cinema*". Mike Ellis of MPA delivered remarks and honored renowned Hong Kong film director Peter Ho-Sun Chan for his contributions to Sino-U.S. film industry collaboration.

The MPA-BFM film workshop was held on April 18 with a film industry forum "Vision", master classes and project pitching competition. Bian Jianguo, Deputy Director General of the Press and Publication Bureau of Beijing and Miao Xiaotian, President of the China Film Co-production Corp. (CFCC), and Mike Ellis opened with keynote speeches. Panelists took a health check of the Chinese film industry and asked whether the business was able to cope and put in place the required infrastructure during a dramatic period of growth; how the Internet has influenced how films are financed, produced, marketed and distributed; and how audiences will play a role in the financing and marketing of films in the future.

During the afternoon session, Pauline Chan,

Australian film director of *33 Postcards*; Lu Yang, director of *Brotherhood of Blades*; and André Morgan, Oscar-award-winning producer of *Perhaps Love*; held master classes sharing their experiences on script development and filmmaking. This was followed by a panel discussion where they were joined by Lucas Oliver-Frost, producer and entertainment lawyer; Timon Birkhofer, producer at Father & Sun; and William Feng of MPA China to offer advice to more than 200 young filmmakers in attendance.

During the closing ceremony, Mike Ellis, Pauline Chan and Stephen Jenner of MPA joined Maxine Williamson, Director of Awards Competition of the Asia Pacific Screen Awards (APSA) for the launch of the 2015 MPA APSA Academy Film Fund.

Director Xin Chengjiang received the top prize from the film project pitching competition with his project *The Gate*. He will join other winners from MPA film workshops across the region for a film immersion course in Los Angeles. Mike Ellis also awarded a President's Special Recognition Prize to director Yang Jin for the project *Instant Love*. Jin will attend the Asia Pacific Screen Awards ceremony in Brisbane, Australia as Mike Ellis' special guest. ■

## SPOTLIGHT ON CHINA'S EMERGING FILMMAKERS AT 5TH BEIJING INTERNATIONAL FILM FESTIVAL (contd)



Guest speakers at the opening ceremony of the MPA-BFM film workshop.



(From left) William Feng and Mike Ellis of the MPA with director Peter Ho-Sun Chan, Goris Verburg, Managing Director North East Asia at IWC Schaffhausen and Dennis Lee, Managing Director of IWC Schaffhausen China.



(From left) Goris Verburg, Managing Director North East Asia at IWC Schaffhausen, director Peter Ho-Sun Chan, actress Zhou Xun and Mike Ellis of MPA.



William Feng of MPA presents director Peter Ho-Sun Chan with award Outstanding Individual for Promoting Sino-US Film Collaboration.



(From left) Producer Pauline Chan, Maxine Williamson, Director of Awards Competition of the APSAs, Mike Ellis and Stephen Jenner of the MPA at the launch of the 2015 MPA APSA Academy Film Fund.



Participants pitch their film projects to the judges at the MPA-BFM film workshop.



## TOP TEN MAJOR CASES HIGHLIGHTED IN 2014 NATIONAL CAMPAIGN AGAINST INTERNET PIRACY WRAP UP

The Chinese government wrapped up its 2014 Campaign Against Internet Piracy and highlighted its top ten major cases during a conference jointly organized by the NCAC, State Internet Information Office, MPS and MIIT on January 14.

The list includes the case of pirated subtitle website [www.shooter.cn](http://www.shooter.cn), which was fined RMB100,000 and subsequently shut down, and [www.gaoqing.tv](http://www.gaoqing.tv) whose operators were sentenced to prison, fined RMB220,000 and had RMB200,000 in illegal income confiscated.

It was also reported that law enforcement agencies investigated and handled 440 cases nationally during the six-month campaign, which started last June. Among these, 66 were transferred for criminal prosecution, while 750 pirate websites were successfully shut down. ■

## HONG KONG

### GUANGDONG-HONG KONG IPR EXCHANGE SEMINAR

On January 13, Hong Kong International Screen Association (HKISA)'s Sam Ho delivered a presentation on "*Copyright Protection and the Future Development of Hong Kong's Movie Industry*", detailing the current copyright protection situation, legislation and future developments

in Hong Kong to 22 delegates of the Guangdong Press, Publication, Radio, Film & Television Copyright Bureau. ■



HKISA's **Sam Ho** speaks about the importance of the film and television industries in Hong Kong.

## HONG KONG HEART 2014 SCREENING

On May 12, the HKISA partnered with Hong Kong Customs & Excise Department and the Intellectual Property Department to host a screening of winning and notable entries in the “Hong Kong Heart 2014” short video

competition. Intellectual Property Rights Protection Alliance Youth Ambassadors joined VIPs to celebrate young Hong Kongers’ reflections on the Hong Kong spirit. ■

HKISA, IPD and HK Customs’ representatives at Hong Kong Heart 2014 Screening.



## INTERNATIONAL BLOCKBUSTER AND LOCAL STUDENT SHORT MOVIE SCREENINGS CELEBRATE WORLD INTELLECTUAL PROPERTY DAY IN HONG KONG

On April 24, the Hong Kong creative community celebrated World IP Day with a special screening of the blockbuster *Avengers: Age of Ultron* and the public launch of *Originality: The Lazy Pack*, a student-produced video encouraging creativity and respect for intellectual property rights.

Building on last year’s theme “Movies - A Global Passion”, the theme for World for IP Day 2015 is “Get up, stand up. For music.”, inspired by the iconic reggae hit “Get Up, Stand Up” by Bob Marley & The Wailers. Hon. Clifford A. Hart, JR, U.S. Consul General in Hong Kong and Macau

and Consulate staff and more than 180 guests from government agencies, IPR stakeholders and academic representatives from the Hong Kong Polytechnic University and the University of Hong Kong attended the screening.

The event was co-organized by HKISA and U.S. Consulate in Hong Kong and Macau (USCG-HK). *Originality: The Lazy Pack* is the sixth IPR awareness campaign collaboration between the HKISA and the Hong Kong Polytechnic University School of Design. ■

HKISA’s Sam Ho (fifth from left), U.S. Consul General Clifford A. Hart, JR (fourth from left) and other VIPs pose for a picture before the screening of *Avengers: Age of Ultron*.





## SCREEN INDUSTRY INJECTS OVER USD 2 BILLION INTO HONG KONG ECONOMY - REPORT LAUNCHED AT FILMART

The Hong Kong film and television industry contributed USD2 billion (HKD15.58 billion) to the local economy, supported over 30,200 jobs and generated total tax revenues of USD157 million (HKD1.215 billion) in 2014, according to a report released on March 24.

The report, entitled "Economic Contribution of the Film and Television Industries in Hong Kong," was prepared by Oxford Economics to assess the economic contribution of all sub-sectors of the film and television industry as it transitions into the digital age.

It was jointly presented by the Movie Producers and Distributors Association of Hong Kong Limited (MPDA), the Hong Kong Video Development Foundation Limited (HKVDF), the MPA and the HKISA at the Hong Kong International Film & TV Market (FILMART) 2015.

Over 180 film and TV industry representatives and media attended the event. Following the announcement of the findings, industry leaders joined a panel discussion to share ideas on how to pave the way for future growth. They agreed

that a copyright law that fully protects valuable creative works and meets the needs of the digital ecosystem was a necessary cornerstone of a healthy screen industry.

The event generated healthy coverage in international trade publication Variety and locally online, on radio, and in popular local print media including the China Daily, the South China Morning Post, The Standard, Ming Pao, Sing Tao, HK Economic Times, Sing Pao and Metro Daily.

From March 23 - 26, HKISA participated in FILMART and manned a booth, sharing with delegates how HKISA works with partners to promote and protect the film and TV industry in Hong Kong.

This year's FILMART, an annual event organized by the Hong Kong Trade Development Council, attracted more than 780 exhibitors and included over 70 events, including seminars, press conferences, cocktail receptions and movie premieres. ■

*Below* Film and TV leaders launch the Report at FILMART 2015



*Right:* The HKISA team at their Creativity booth, FILMART 2015.



## LA INDIA FILM COUNCIL CALLS FOR COLLABORATIVE EFFORTS TO PROMOTE FILM TOURISM

On March 25, the Los Angeles India Film Council (LAIFC) launched a report highlighting India's potential to become a preferred film shooting destination entitled "Unleashing the Power of Film Tourism: the First Step" at the Federation of Indian Chambers of Commerce and Industry (FICCI) FRAMES 2015. Endorsed by FICCI and the Film & Television Producers Guild of India (FTPGI), the report was released during a panel discussion, which featured a presentation by Mike Ellis of MPA, along with key representatives from the local industry and Government officials from the United States and Canada.

There are multiple challenges facing the current film clearance process at the regulatory and administrative level - including procedural hurdles during the application stage, which undermine the potential of film production and its allied industries to grow. The report

assessed the current single window clearance mechanism for film shooting, recommended solutions to build a strong production tax regime in the country through the setup of film commissions in India with an operational framework at a national and state level in addition to highlighting global best practises to promote film tourism in the country.

In 2014, the media and entertainment industry was recognized as one of the top 25 sectors in the Make in India initiative. Transforming India into a global film-shooting destination will require establishing an effective single window clearance system to simplify and expedite flow of information between various government bodies and the industry in an efficient and resourceful manner. ■

(From left) Uday Singh of MPDA, Frank Rittman of MPA, Consul General of Canada in Mumbai Richard Bale, Mike Ellis of MPA, Consul General of the USA in Mumbai Thomas L Vajda, Special Treats Productions CEO Colin Burrows and FTPGI producer, president Mukesh Bhatt.



## MPDA PROMOTES THE MPA APSA ACADEMY FILM FUND TO ASPIRING FILMMAKERS

MPA's representative office in India, the Motion Picture Distributors' Association (India) Pvt. Ltd. (MPDA), promoted MPA's strategic alliance with the Asia Pacific Screen Awards (APSA) during a panel presentation on January 10 during the 13th Pune International Film Festival (PIFF) 2015. Highlighting means of accessing funding for film projects, the panel aimed at broadening awareness about the MPA APSA Academy Film Fund discussed stimulating collaboration between filmmakers across the Asia Pacific. The opportunity of highlighting this alliance to a new audience of more than 9,800 PIFF delegates from 57 countries will help to strengthen this alliance and raise

further awareness about MPA's commitment to the promotion and protection of local screen communities. ■



(From left) Lohita Sujith of MPDA and Actor Atul Kulkarni.



## LA INDIA FILM COUNCIL SUPPORTS INDUSTRY GROWTH DRIVERS

In February 2015, the LAIFC partnered with the India International Film Tourism Conclave (IIFTC) 2015 to moderate a discussion panel with Indian states to highlight the role of production and location incentives across states as drivers of local economic growth. The event supported by the Film Federation of India included participation and representation from several Indian states and from countries including Fiji, Kenya, South Africa, Jordan, Taiwan, Cyprus, Mauritius, Egypt and Oman.

In March, the LAIFC presented a panel discussion entitled "The Rising Ascendancy of the Asian Regional Exhibition Phenomenon" and India's Special role at FICCI FRAMES

2015. Joining the panel discussion, a MPA representative highlighted the need to increase screen density in India. The discussion also highlighted the need to address infrastructure and tax issues which impede the growth of cinemas in India and the need for increased Government participation. Setup in 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the LA India Film Council continues to provide new platforms to foster knowledge exchange and partnerships between stakeholders in the U.S and the Indian media and entertainment industries. ■



(From left) **Sudhir Sobti**, Chief Manager (PR & Publicity), Delhi Tourism & Transportation Development Corporation, **Sanatan Pancholi**, Resident Manager, Tourism Corporation of Gujarat, **Mukeshwar Lall**, President, Andaman Nicobar Film & Television Development Association (ANFTDA), **Uday Singh** of MPDA, **Dinesh Kamble**, Senior Manager, Maharashtra Tourism Development Corporation and **Rajan Satardekar**, Chief Executive Officer, Entertainment Society of Goa.



(From left) **Pankaj Kedia**, Country Manager, Dolby Technology India Pvt. Ltd, **Mike Ellis** of MPA and **Kavier Sotomayor**, Managing Director, Cinépolis India.

## MPDA EMPHASIZES THE NEED FOR INTEGRATING IP AS A GROWTH DRIVER FOR CREATIVE INDUSTRIES IN A DIGITAL ECONOMY

In January, MPDA made a keynote address at an international forum on “Leveraging Intellectual Property for Enterprise Growth and Competitiveness” organized by FICCI in association with WIPO and the Department of Industrial Policy and Promotion (DIPP). MPDA highlighted best practises and recommended policy amendments to support the growth of creative industries, while creating an ecosystem that supports intellectual property rights.

In February, MPDA supported a multi-city conference entitled “Intellectual Property In January, MPDA made a keynote address at an international forum on “Leveraging Intellectual Property for Enterprise Growth and Competitiveness” organized by FICCI in association with WIPO and the Department of Industrial Policy and Promotion (DIPP). MPDA highlighted best practises and recommended policy amendments to support the growth of creative industries, while creating an ecosystem that supports intellectual property rights.

In February, MPDA supported a multi-city conference entitled “Intellectual Property and Innovation – Unlimited Potential” organized by the U.S. Chamber of Commerce. Representatives from Star TV and MPDA participated in two panel discussions entitled Analyzing India’s IP strength to unleash its unlimited business and economic potential organized in New Delhi and Mumbai to discuss

IPR issues in the film & TV industries.

A range of stakeholders passionate about the wellbeing of the screen industry in India united to stage a number of events in celebration of World IP Day. The celebrations kicked off with an exclusive screening of Viacom 18 Motion Picture Services’ latest film *Margarita with a Straw* for hundred special invitees followed by the release day screening of the much-awaited Hollywood blockbuster *Avengers – Age of Ultron* at the American Center, New Delhi on April 24 attended by over 160 students and guests from the local screen community.

On April 24, the MPDA highlighted the need to prioritize IP enforcement and the institution of a standard operating procedure for law enforcement officials across the country at the CII conference during a panel discussion on “Issues of IP Enforcement: A Way Forward Action Plan”. Further, during the World IP Day conference organized by local policy body FICCI, on April 29, the MPDA highlighted the need for adequate technological protections measures to support the growth of legitimate online content industries during a panel entitled “Creative India in the Digital Age and Combating Digital Piracy”.

These initiatives underlined the joint industry commitment to promote respect for intellectual property and create awareness on the need to promote and protect creative industries. ■



(From left) Dimiter Gantchev, Acting Director of the Creative Industries Division in the World Intellectual Property Organization (WIPO), Uday Singh of MPDA, Alka Chawla, Professor, Faculty of Law, University of Delhi, Jagdish Sagar, Advocate, Supreme Court Of India and Dimiter Gantchev at the international forum on “Leveraging Intellectual Property for Enterprise Growth and Competitiveness” organized by FICCI in association with WIPO and the DIPP.





(From left) Sundeep Kumar, Varun Mowar, Country Leader, License Management Systems, Adobe, Prof Meir Pugatch, author of GIPC International IP Index, Uday Singh of MPDA, Patrick Kilbride, Executive Director, International IP, GIPC, Vijay Iyer, Senior Intellectual Property Adviser at British Deputy High Commission and Rajrishi Singhal, Senior Geoeconomics Fellow, Gateway House on the panel of "Intellectual Property and Innovation - Unlimited Potential" organized by the U.S. Chamber of Commerce.



(From left) Lohita Sujith of MPDA, Emily White, Program Director, American Center and Weslet S. Mathews, Trade and Regional Economic Officer, Embassy of the United States of America at the screening of *Avengers: Age of Ultron*.



(From left) Dr. A K Garg, Director, Ministry of Communications & IT (Deity), D. Goswami, Head Electronics and IT, Bureau of Indian Standard, Soma Das, Assistant Editor Economic Times, Ameet Datta, Partner SaiKrishna & Associates, Uday Singh of MPDA, Sunil Kumar, Head-Broadcast RF and Content Protection, Zee Entertainment Enterprises Ltd. and Akiyoshi Imaura, Director, JETRO at the CII National IPR Conference "Maximizing Intellectual Property Value for a Nation".



## MPDA SUPPORTS CAPACITY BUILDING PROGRAMS UNDERLINING ONLINE CONTENT PROTECTION

In January, the MPDA supported a capacity building program organized by FICCI for law enforcement officials from the state of Uttar Pradesh. Uttar Pradesh continues to remain a top piracy hotbed for camcording (26 camcorders have been forensically identified to originate from different cities within the state of Uttar Pradesh since 2011). A representative from MPDA highlighted the growing concern of camcorders emerging from the state and the need to improve online enforcement actions. Over forty senior police officers attended the training program, which was inaugurated by the Director General of the Police Training Wing of the state. In February, MPDA supported two training and sensitization programs organized by local industry associations held at the Andhra Pradesh State Police Academy, Hyderabad and the Office of the Commissioner of Police, Pune. MPDA shared best practices,

highlighted emerging trends in online content theft and the need to implement a standard operating procedure for law enforcement at a national level.

On April 10, MPDA participated in the National Conference of Judges of District Judiciary on Law and Technology supported by the United States Patent and Trademark Office (USPTO) and the National Judicial Academy in Bhopal, Madhya Pradesh. In a technical training session on "Piracy in the Internet Age", a representative from MPDA shared insights on the types and forms of piracy that affect creative industries, current challenges and constraints in judicial enforcement of copyright and the need for online content protection. The training program was attended by District Court Judges from 19 states of India. ■

(From left) Dipankar Barkakti : Additional Director & Head, IPR & **Ficci Cascade**, I B Singh, Senior Advocate, Allahabad High Court, **Lohita Sujith** of MPDA, **A K Jain** (IPS) Director General of Police - Training, Lucknow, Deep Chand, Special Commissioner of Police, Delhi (Rtd.) and Advisor, FICCI CASCADE.



## MPA AWARDS SCHOLARSHIP TO RECOGNIZE EMERGING TALENT AND CREATIVITY

On March 26, a MPA representative awarded the WWI-MPA Technical Filmmaking Scholarship to two students from the NGO Salaam Baalak Trust at Whistling Woods International (WWI). The students will undergo training in a technical filmmaking course for a year at Whistling Woods International which

will equip them with theoretical and practical knowledge to pursue a professional career in the local industry. MPA's ongoing partnership with Whistling Woods International serves as a great platform to recognize talent while addressing the need to build a skilled workforce in the local industry. ■



Mike Ellis of MPA with filmmaker **Subhash Ghai** and the team at Whistling Woods International.



Mike Ellis of MPA gives keynote address at Whistling Woods International.



## 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)*

On May 6 and 7, World IP 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 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.

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.

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 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



**Above:** Prof. Dr. Ahmad M Ramli, Director General of the IPR department of the Minister of Law and Human Rights, **Triawan Munaf**, Chief of BEKRAF, Rudiantara, Minister of Communication and Information, **Sheila Timothy**, APROFI Chairman and **Andini Efendi**, Anchor & Intl. Reporter at Metro TV.



**Right:** Indonesian Vice President **Drs. H. Muhammad Jusuf Kalla** officially open the forum, accompanied by **Sheila Timothy**, APROFI Chairperson and **Triawan Munaf**, Chief of BEKRAF, Rudiantara, Minister of Communication and Information.

## 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)* (contd)

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.

At Senayan City XXI cinema that same evening, 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. ■



A full house at the Copyright Forum on May 6.



Cast and film lovers at the screening of *Cinta Selamanya (Forever Love)* on May 7.



U.S. Ambassador **Robert Blake** spoke about the importance of IPR protection to Indonesia's creative economy at the Film 101: DIY Make Up Effects workshop on May 7.



Young filmmakers try their hand at special effects make up at the Film 101: DIY Make Up Effects workshop on May 7.

## NEW CREATIVE ECONOMY AGENCY BEKRAF TO SET UP ANTI PIRACY TASK FORCE

BEKRAF (Creative Economy Agency), recently appointed by the President as a new government agency mandated to take responsibility for the creative economy industry across 16 subsectors (including film & music), is currently working with APROFI & PPFI (Film Producers Association), ASIRI (Music Associations) and parliament members to form an anti-piracy task force. This task force will be made up of

professionals from music and film to help facilitate requests from rights holders on piracy matters and connect them to relevant government and law enforcement authorities. The task force will also monitor the progress of anti-piracy activities, and ensure that enforcement measures remain high on the agenda. ■



## GUILTY VERDICT HANDED DOWN TO MAN ILLEGALLY CAMCORDING MOVIE

A 47-year-old male office worker suspected of violating the Copyright Act and the Anti-Camcording Law was sentenced by the Fukuoka Summary Court to a fine on March 5, and a final guilty verdict was pronounced on March 24. The charges were filed by the Hakata Police Station, Fukuoka Prefecture to the Fukuoka District Public Prosecutors Office on February 9.

The man was suspected of violating the Anti-Camcording Law and the Copyright Act, illegally camcording the film *Lucy* at a cinema in Fukuoka city in September 2014. The suspect admitted the charges. *Lucy* was globally distributed by Universal City Studios LLC., one of the member companies of the MPAA.

A campaign to attract audiences to movie theatres "Let's Go to the Cinema!" Committee has educated people about the Anti-Camcording Law (in force since August 30, 2007). The wider film industry has been actively involved in initiatives to eradicate movie theft.

In addition to these activities, JIMCA has been taking various approaches to preventing camcording in cinemas. These include taking responsibility for the Piracy Hotline of the Anti-Illegal Activity Management Division of the Committee, and individually conducting Movie Camcording Prevention Seminars for cinema managers and staff members. ■

## JAPAN'S CREATIVE COMMUNITY CELEBRATES WORLD IP DAY WITH SPECIAL SCREENING OF "BIRDMAN"

On April 24, JIMCA with the support of the U.S. Embassy and Recording Industry Association of Japan (RIAJ) hosted a special screening of the feature film *Birdman* at TOHO Cinemas Shinjuku to celebrate World IP Day. The film has received numerous accolades including an Academy Award for Best Picture. Jason P. Hyland, Charge

d'Affaires ad interim, U.S. Embassy; Hideyuki Sato, Senior Sales Manager, Strategic Planning & Operation, Twentieth Century Fox Japan, Inc.; Yoichiro Hata, Executive Director/Secretary General of RIAJ; and Takashi Ajimura of JIMCA were in attendance. ■



Takashi Ajimura of JIMCA, Jason P. Hyland, Charge d'Affaires ad interim, U.S. Embassy and Hideyuki Sato, Senior Sales Manager, Strategic Planning & Operation, Twentieth Century Fox Japan, Inc.



Jason P. Hyland, Charge d'Affaires ad interim, U.S. Embassy makes his opening remarks at the World IP Day celebration.

## FOUR BURNER LABS RAIDED IN THE FIRST HALF OF 2015, SEIZING 546 DVD BURNERS AND 51,320 DVDS

Four burner labs were raided in between January to June 2015 seizing a total of 546 DVD burners and 51,320 DVDs in a variety of titles.

The first raid was on January 12 at Seri Kembangan at a two-story terrace house seizing a total of 340 burners, 42,064 DVDs, 10 printers and 4 computers. Among the titles found were *The Conjuring*, *Godzilla*, *Edge of Tomorrow* and *The Maze Runner*.

The second raid was on February 6 at Sunway Mentari apartment. A total of 36 burners were found along with 800 DVDs including 500 music DVDs. Two printers and a computer were also seized from the premises.

The third target was raided on April 20 at Plaza Prima, Taman Goodwood, Kuala Lumpur. A total of 140 DVD burners, 2688 DVDs, 3 boxes of inlays, 3 printers and 5 boxes of empty DVDRs were found and seized. Among titles found were *The Boy Next Door*, *Fast & Furious*, *Fast Five*, *Fast and Furious 6* and *Furious 7*.

The fourth case was raided at Bayan Lepas, Penang with a total of 30 DVD burners were found and seized. Four printers, a computer and 5,768 DVDs were also seized from the premises. Among titles found were *Jessabelle*, *Journey 2*, and *Jupiter Ascending*. ■

**Below:** Equipment seized in the burner lab raids.



## MALAYSIAN SCREEN INDUSTRY CELEBRATES WORLD IP DAY 2015 WITH THE LAUNCH OF NEW ANTI-CAMCORD TRAILER AND SCREENING OF "AVENGERS: AGE OF ULTRON"

On April 27, in celebration of World Intellectual Property Day 2015 themed – "Get Up, Stand up. For Music", the Malaysian Screen Industry (MSI) launched a new anti-camcord trailer which was shown before the special screening of *Avengers: Age of Ultron* at Platinum Movie Suites, Cathay Cineleisure Cineplex, Mutiara Damansara. The event

was launched by H.E. Joseph Y. Yun, U.S. Ambassador to Malaysia.

Over 250 people from the local screen community, representatives of the Malaysian Government, college students and movie fans attended the special event to celebrate the event. ■

**Below:** (From left) Shamsul Shafie of MSI, H.E. Joseph Y. Yun, U.S. Ambassador to Malaysia, Frank Rittman of MPA, Khalidah Darus, Deputy DG of FINAS and Norman Halim, President, KRU Studios.





## MSI CONDUCTS THREE INTERNET PIRACY AWARENESS TRAINING SESSIONS

MSI and the Malaysian Communication and Multimedia Commissions (MCMC), conducted three internet piracy awareness training sessions at Sandakan, Kota Kinabalu Sabah and Kuantan, Pahang. The main objective of the event was to raise awareness of rampant internet piracy among the managers of "1Malaysia Internet Centres".

The training sessions, conducted on April 7, 8 and May 10, were attended by more than 285 participants from 1Malaysia Internet Centres in Sabah and Pahang. Two-hundred copies of "Tom Watch Movies" educational DVDs were also distributed to the participants during the training. ■

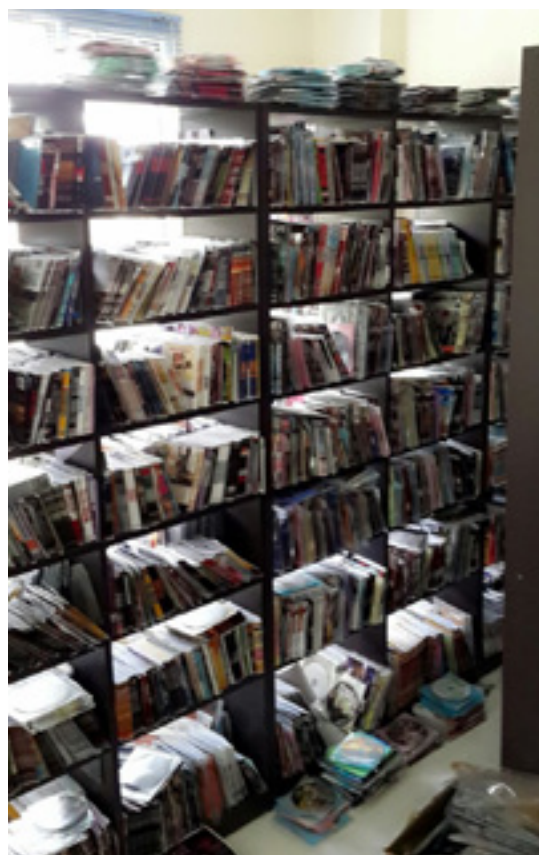


Participants learn about internet piracy and its impact on the creative industry during the training sessions.

## NEARLY 30,000 PIRATED DVDS SEIZED DURING RAID

On April 22, a team of enforcement officers from the Ministry of Domestic Trade Cooperatives and Consumerism (MDTCC) raided a condominium at Bukit Jambul, Bayan Lepas, Penang, after receiving a tip-off. Upon entering the premises, they discovered a total of 29,883 pirated DVDs including illegal copies of *The Conjuring*, *Grown Ups*, *The Internship*, *The Lone Ranger* and *Iron Man 3*. One suspect, a male aged 48, who was in the premises during the raid, was taken into custody for further questioning. ■

*Right:* Pirated DVDs seized during raid.



## SIX ANTI-CAMCORDING TRAINING SESSIONS CONDUCTED FOR CINEMA STAFF

In the first half of 2015, six anti-camcording training sessions and security inspections were conducted for cinema operations staff. A total of 97 employees from cinema locations Cathay Cineplex Johor Bahru, MBO Alor Setar, Star Cineplex Kuching, GSC East Coast Mall Kuantan, Star Cineplex Sandakan and MBO Landmark Kulim attended the training.

During the program, they were reminded about the techniques used by illegal camcorders to record video and audio of movies in theaters. They were also informed

about the required precautionary steps that need to be taken to avoid their cinemas being used for illegal camcording. *Make a Difference DVD (MAD4)*, "Jom Watch Movies" educational DVDs and mascot Mr. Security's warning stickers were also distributed to the staff during the training. ■

Cinema operations staff learn how they can prevent illegal camcording in their cinemas during training sessions with MSI.





## INSPIRING STORIES NZ WINNER COMPLETES INTERNSHIP AT IMAGES & SOUND PRODUCTION HOUSE

Every year, the New Zealand Screen Association (NZSA) sponsors the Inspiring Stories Film Competition, a competition to celebrate young New Zealanders who make a difference in their community. Hunter Williams, a 15 year old student from St. Kentigern College in Auckland, won the 2014 competition with his entry *Quinn's Quest*. Hunter's short film followed the

remarkable story of young cancer survivor Quinn Hautapu. Quinn's Quest can be viewed at <http://www.inspiringstories.org.nz/film-competition/winners/>.

Hunter won a NZD2,000 prize and a two day internship at the Images & Sound production house in Auckland which he completed in February of this year. ■

**Hunter Williams** (second from left) with **Matthew Cheetham** of NZSA (third from left) and the team from Images & Sound production house.



## NEW GENERATION OF FILMMAKING TALENT UNCOVERED AT TROPFEST NEW ZEALAND

On February 14, Gabriel Reid took home the top prize at Tropfest New Zealand for his film *Every Moment*, winning a five-day film immersion course in Los Angeles thanks to the support of the MPA.

*Every Moment*, a short, poignant love story on the importance of making every moment count, was one of sixteen finalist films that delighted an estimated crowd of 9,000 at the TSB Bowl of Brooklands in New Plymouth. The judges for the 2015 festival included James Napier Robertson, director of the multiple award-winning film *The Dark Horse*,

Composer and Best Score winner Dana Lund for *The Dark Horse*, director of *Scarfies* and *Out of the Blue*. Robert Sarkies, entertainment lawyer and president of both SPADA (Screen Production and Development Association) and WIFT (Women in Film and Television) Karen Soich, award-winning writer, director and producer Gaylene Preston, and Kiwi editor of the Directory of World Cinema: Australia & New Zealand 2 and film lecturer at Waikato University, Geoff Lealand were also on the panel. ■



**Matthew Cheetham** of NZSA, winner **Gabriel Reid** and **Michael Laverty**, Managing Director, Tropfest.

## NEW ZEALAND CREATIVE INDUSTRY BANDS TOGETHER TO CELEBRATE WORLD IP DAY WITH SPECIAL FILM SCREENING

On May 4, NZSA and Recorded Music NZ teamed up with the United States Embassy in New Zealand to celebrate World IP Day with a special screening of *Avengers: Age of Ultron*. In addition to industry and government representatives, the screening was also attended by media studies students from St Kentigern College in Auckland. Jim Donegan, the U.S. Consul General for New Zealand, Recorded Music NZ's General Counsel & Government Affairs, Kristin Bowman and Matt Cheetham of NZSA emphasized the importance of IP protection and value of creativity.

The screening was also preceded by a special viewing of Gabriel Reid's short film *Every Moment*, winner of four awards at Tropfest 2015, including Best Film. Attending with members of his production team, Gabriel said, "Filmmakers tend to be motivated by a strong sense of vocation. They're passionate about what they do but, while acts of creation may feed the soul, it's vital that the body be fed also. Viable careers cannot be built without a strong foundation and this is why it's essential that the value of intellectual property be recognized and protected." ■



(From left) Producer of *Every Moment*, Maile Daugherty, Kristin Bowman, Recorded Music NZ's General Counsel & Government Affairs, Gabriel Reid, Matthew Cheetham of NZSA and Jim Donegan, the United States' Consul General for New Zealand.

## PHILIPPINES

## WORLD IP DAY SEES CELEBRATION OF CREATIVITY AND RENEWED COMMITMENT FROM GOVERNMENT AND FILM INDUSTRY TO ELIMINATE ILLEGAL CAMCORDING

To commemorate World IP Day, the Philippines government and film industry banded together on May 4 to celebrate the Philippines' removal from the US Special 301 Watchlist and renew their resolve to uphold intellectual property rights, protect the livelihoods of the many thousands of professionals in the screen community and thank audiences for supporting films and TV shows through legal means. The audience was treated to a free screening of *Avengers: The Age of Ultron* at the Greenbelt Cinema 3. ■



(From left) Paul Ingram, Genric Asia Security and Risk Operations for MPA in the Philippines; Brian Breuhhaus, US Embassy Economic Officer; Ronnie Ricketts, OMB Chairman Atty. Mayet Dagsa, IPO Philippines; and Cor. Nilo Pagtalunan, PNP-CIDG.



## CREATIVE COMMUNITIES IN KOREA JOIN FORCES TO CELEBRATE WORLD IP DAY

On April 23, the MPA Korea jointly hosted a special movie screening of *Avengers: Age of Ultron* with the U.S. Embassy Seoul, American Chamber of Commerce in Korea (AMCHAM) and International Federation of the Phonographic Industry (IFPI).

As this year's theme was "Get Up, Stand Up. For Music", MPA Korea partnered with IFPI to highlight the importance of intellectual property rights in film and music and the need to step up the protection of copyright in the digital age.

The event attracted a wide audience of 180 representatives from the Korean Government, U.S. Embassy, IPR practitioners, local film and music industry as well as film students and movies fans. Frank Rittman (SVP, MPA Asia Pacific), Marc Knapper (DCM, U.S. Embassy Seoul), Amy Jackson (President, AMCHAM Korea) and Heather Kam (Legal Officer, IFPI

APAC) gave short speeches on the raising awareness of the value of creativity and respect for IP rights.

Prior to the World IP Day Movie Screening event, MPA Korea rolled out an online IPR Publicity campaign in cooperation with the American Center Korea of the U.S. Embassy Seoul to generate public awareness of World IP Day and its objective.

From April 17 to 20, MPA Korea and the U.S. Embassy ran a contest on the U.S Embassy's Facebook and Twitter accounts, asking people to post their ideas on how to better protect content and combat Internet piracy. Fifteen lucky winners received tickets to attend the World IP Day movie screening (held on April 23) and received certificates in recognition of their ideas to curb content theft. ■



(From left) Amy Jackson, President, AMCHAM Korea, Esther Ahn of MPA, Heather Kam, Legal Officer, IFPI APAC, Frank Rittman of MPA, Chaeyoung Lee, Consultant, IFPI and Marc Knapper, DCM, U.S. Embassy, Seoul.



Visual from the MPA Korea and U.S. Embassy IPR contest on U.S. Embassy's Facebook and Twitter accounts.



Students excited to catch the screening of *Avengers: Age of Ultron*.

## SINGAPORE'S CREATIVE COMMUNITY CELEBRATES WORLD IP DAY WITH SPECIAL SCREENING OF "AVENGERS: AGE OF ULTRON" & MUSIC COMPOSITION PANEL DISCUSSION

In commemoration of World IP Day – this year themed "*Get Up, Stand Up. For Music*", the U.S. Embassy in Singapore and the MPA, with support from Golden Village (GV) and The Music Society, Singapore (SGMUSO), jointly hosted a panel discussion focusing on "Music Composition for the Screen" and a special screening of "*Avengers: Age of Ultron*" at GV Suntec City on April 23.

Guest of Honor, U.S. Ambassador to Singapore, Kirk Wagar graced the event and gave an opening address to over 100 guests from various government agencies, creative industry professionals and students.

The panel, "Music Composition for the Screen", moderated by Stephen Jenner, Regional Director of Strategic Communications & Third Party Outreach, Asia Pacific Region, MPA, took a deep dive into understanding the relationship between the moving image and soundtracks, and the current trends in the business.

Panelists included Shabir Tabare Alam (Actor, Recording Artist & Composer of Shabir Music), THELIONCITYBOY (Rapper, Songwriter of BMBX/S.N.O./The Bedsty Group), Alex Oh (Film Composer - *Bait 3D*, *Faeryville*) and Syaheed (Country Manager & Trade Marketing Manager (Asia), Believe Digital). ■



Stephen Jenner of MPA, Shabir Tabare Alam (Actor, Recording Artist & Composer of Shabir Music), THELIONCITYBOY (Rapper, Songwriter of BMBX/S.N.O./The Bedsty Group), Kirk Wagar, U.S. Ambassador to Singapore, Alex Oh (Film Composer - *Bait 3D*, *Faeryville*) and Syaheed (Country Manager & Trade Marketing Manager (Asia), Believe Digital).



Panelists share their experiences with the audience on Music Composition for the Screen.



A member of the audience poses his question to the panelists.



## MPA PARTNERS TECA AND ETDA ON SEMINAR AND FORUM ON DIGITAL ECONOMY

On March 10, MPA partnered TECA, and Electronic Transactions Development Agency (ETDA) to organize a seminar on "Website Blocking: A Tool to Preserve Morality and Boost Digital Economy" at ETDA's office. Ang Kwee Tiang from IFPI Regional Director for SE Asia gave a presentation on the topic of "Music Industry Site Blocking in Singapore and Other Countries in Asia and Research on the Efficacy of Site Blocking". Neil Gane of MPA presented on the topic, "Injunctive Relief in Europe and the Efficacy of Site Blocking". Representatives from True Vision also gave a presentation on cable piracy online and presented arguments in

support of site blocking. More than 70 people from various government agencies and the private sector attended the event.

On June 6, the MPA partnered with TECA and ETDA once again to hold an Open Forum on "Fair use: on Copyright", ICAAN's internet policies and Fair Use. The panelists included experts from the copyright industry such as Piset Chiyasak, Director of TECA, Associated Professor Orabhan Panaspattana, Legal Department, Chulalongkorn University, Nussara Kanchanakul from the Department of Intellectual Property. ■



(From left) Jeeraboon Bumpennorakit, Legal Department, ETDA, Piset Chiyasak, Managing Director of TECA, Surangkana Wayuparb, Executive Director from ETDA, Ang Kwee Tiang IFPI Regional Director for SE Asia and Neil Gane of the MPA.



(From left) Piset Chiyasak, Managing Director of TECA; Mr. Wanawit Ahkputra, Deputy Executive Director of ETDA; Surangkana Wayuparb, Executive Director from ETDA; Associate Professor Orabhan Panaspattana, Legal Department, Chulalongkorn University; Umasiri Taron, MPA, Nussara Kanchanakul, Department of Intellectual Property and Dr. Weerasak Kowsurat, Secretariat of The National Federation of Motion Pictures and Contents Associations (MPC).

## ONLINE SAFETY SEMINAR HELD IN THAILAND

On March 20, more than 50 guests from various Thai government departments, the local content industry, the Thai Netizen Group and print and TV media, attended an Online Safety Seminar co-hosted by the Ministry of ICT's ETDA and two online safety NGOs - the Protection of Children's Rights Foundation and the Internet Foundation for the Development

of Thailand. The seminar included a presentation by Dr. Paul Watters (Professor in Information Technology at the School of Engineering & Advanced Technology, Massey University) who discussed the findings of his research paper entitled "The Impact of High Risk Advertising on Thai Social Values: The Role of Piracy Websites". ■



(From left) Umasiri Taron of MPA, Dr Paul Watters, Jintanantchaya Subhamitr Ph.D., member of the National Legislative Assembly and Chairman of the Protection of Children's Rights Foundation, and Srida Tantaatipanit of the Internet Foundation for the Development of Thailand.



(From left) Umasiri Taron and Neil Gane of the MPA, with Dr. Weerasak Kowsurat, Secretariat of The National Federation of MPC, Dr. Paul Watters, Surangkana Wayuparb, Executive Director from ETDA, Jintanantchaya Subhamitr Ph.D., member of the National Legislative Assembly and Chairman of the Protection of Children's Rights Foundation and Srida Tantaatipanit of the Internet Foundation for the Development of Thailand.

### WORLD IP DAY MARKED IN THAILAND WITH SPECIAL FILM SCREENINGS

On April 30, MPA organized a screening of movie *Avengers: Age of Ultron* to celebrate World IP Day 2015. Nearly 200 representatives from Department of Intellectual Property, ETDA under the Ministry of ICT, The National Federation of Motion Pictures and Contents Associations (MPC), universities and creative industries attended the screening with U.S. Embassy

representatives and executives from MPA.

On May 7, MPA organized a second screening of the movie *Avengers: Age of Ultron* for 70 National Reform Council members, Commission of Popularity, Arts, Culture, Morality, Virtue, Ethic and Religion and Commission of Science Technology, Research, Innovation, and Intellectual Property. ■



Representatives from various government and local industry organizations attend the screening of *Avengers: Age of Ultron* on May 7.

## TAIWAN

### POPULAR PIRATE WEBSITE ISHOWFILE RAIDED

On May 14, in Taipei, the 9th Investigation Brigade of the Criminal Investigation Bureau (CIB) successfully raided a popular pirate website "ishowfile". Two computers and three servers with a total of 300T capacity were seized, and two suspects were arrested.

On the following day, CIB found and seized three additional servers in the IDC Center of Chunghwa Telecom. According to the CIB, "ishowfile" is considered the largest illegal website in Taiwan. ■

### SCHOOL OUTREACH IN TAIWAN

In the first six months of 2015, the Taiwan International Screen Foundation (TISF) conducted educational campaigns for more than 1,500 students in seven schools, namely Changan Junior High School, Xin Xing Junior High School, Mingde Junior High

School, Zhongzheng Junior High School, School of Commerce in Kainan University, School of Tourism and Transportation in Kainan University and the Chinese Culture University. ■





## TAIWAN CREATIVE COMMUNITY CELEBRATES WORLD IP DAY WITH COPYRIGHT SEMINAR AND FILM SCREENING

On April 22, TISF organized a seminar on the protection of copyright. The participants included officials from American Institute in Taiwan (AIT), Taiwan Intellectual Property Office (TIPO), and local music artists, such as Matthew Yen, Ian Chen, Jamie Hsieh, Hung-Ming Chen, Pei-Tsen Tu.

On April 23, in celebration of World IP Day 2015, TISF partnered with the American

Institute in Taiwan (AIT) for a special movie screening of *The Avengers: Age of Ultron* in Taipei City and called for greater protection of intellectual property rights. Representatives from Taiwan Intellectual Property Office (TIPO) officials and IPR Police officers were invited along for the special screening in appreciation of their ongoing contribution to the protection of film copyright. ■

(From left) Ed Neubronner of the MPA, Chin-Chuang Lee of Criminal Investigation Brigade, Danny Ding – renowned singer and music composer, Sam Ho of HKISA and Jonathan Chu of TISF.



VIPs and speakers at the IPR seminar on April 22.



VIPs and speakers at the IPR seminar on April 22.

## GLOBAL BEST PRACTICE PRODUCTION SKILLS FOCUS FOR VIETNAMESE FILMMAKERS DURING FILM WORKSHOP IN HANOI

Sharing global best practise production skills was the focus of a one-day Hanoi Spring 2015 Film Workshop hosted by the MPA and the Embassy of Denmark and held at L'Espace in Hanoi on March 17, completing a 10-day film production training course aimed at building knowledge and skill levels for Vietnam's leading film producers. Awards were presented to filmmakers competing in the feature film pitch competition, where filmmakers presented new feature film project ideas to a panel of local and international film industry judges.

Tran Dung Thanh HUY was awarded first place for his project *Thong Rom* (Lanky Lilbrat), winning a trip to Los Angeles to participate in a comprehensive five-day film immersion program that takes place in early November in the lead up to the American Film Market (AFM). The MPA Film Workshop featured international film producer Jon Kuyper, Production Supervisor for Warner Bros. Pictures on Baz Luhrmann's *The Great Gatsby*, Peter Jackson's *The Hobbit* trilogy and George Miller's *Mad Max: Fury Road*, Production Supervisor for Lionsgate on *The Hunger Games: Mockingjay Parts 1 & 2* and *Gods of Egypt* from visionary Australian director Alex Proyas, and most recently as independent Executive Producer of Sean Penn's *The Last Face*, which shot in South Africa and stars Javier Bardem, Jean Reno and Charlize Theron.

During the afternoon, filmmakers participated in a mentoring session, where they partnered up with the six judges and mentors, including Jon Kuyper, Vietnamese filmmakers Dang Nhat Minh, Pham Nhue Giang, Bui Thac Chuyen, and Hong Anh, Ed Neubronner of MPA, and Stephen Jenner. The session was followed by a feature film pitch competition where each of the seven finalist filmmakers pitched their new film project to the group of judges. Presentations were judged on the ability of each filmmaker to communicate their project and on the quality of the film project itself.

The Hanoi Spring 2015 Film Workshop was hosted by the MPA and the Embassy of Denmark with the support of Institute Français and Vblock Media. The MPA Asia Pacific has hosted film workshops since 2006, providing stepping-stones for emerging filmmakers to develop their careers. In the last 12 months, the MPA has conducted film workshops in Beijing, Shenzhen, Shanghai, Chengdu, Busan and Tokyo. Winners of the feature film project pitching competitions will spend five days in Los Angeles on an intensive film immersion course, meeting agents, management, production and distribution companies, unions and guilds and attending the American Film Market (AFM). ■



Participants and speakers at the film workshop.



Tran Dung Thanh Huy pitches his film project to the judges.



Producer **Jon Kuyper** gives tips on film production during Q&A session moderated by **Stephen Jenner** of the MPA.



Seven finalist filmmakers on stage during the film workshop.



## LORD DAVID PUTTNAM & LEADING VIETNAMESE FILMMAKERS EXCHANGE IDEAS FOR FLOURISHING CREATIVE COMMUNITY

On January 26, the MPA with the support of the British Council and CGV Arthouse presented “A Conversation With Lord David Puttnam”, where Lord Puttnam discussed a range of ideas aimed at developing the Vietnamese film industry with some of Vietnam’s leading and emerging filmmakers.

Speaking at the event, Lord Puttnam described the occasion as, “a thoroughly stimulating exchange on the present and the future potential of Vietnamese filmmaking, and the opportunities and challenges of the global marketplace.”

Filmmakers attending the event included Bùi Thạc Chuyên, Nguyễn Thanh Vân, Phạm Nhuệ Giang, Sứ Phạm, Nguyễn Hoàng Điệp, Nguyễn Hữu Tuấn, Đinh Tuấn Vũ, Đỗ Quốc Trung, Võ thạch thảo, Lê bảo, Đỗ Như Trang and Thủy Tiên. Among his many roles and responsibilities, Lord Puttnam is the U.K. Prime Minister’s Trade Envoy to Vietnam, Laos, Cambodia and Burma. In October 2014, Lord Puttnam was the MPA guest speaker at the MPA-DHU Film Workshop and MPA Seminar as part of the Tokyo International Film Festival. ■



Lord David Puttnam speaks to leading and emerging filmmakers in Vietnam on developing the film industry.



Participants gather for a photo with Lord David Puttnam.

## PROTECTION OF COPYRIGHT FOR FILMS AND TELEVISION PROGRAMS

As part of the Telefilm exhibition organized by the State-owned TV station VTV, the MPA and BHD (one of the biggest movie distributors in Vietnam) co-organized a workshop on copyright protection for films and television programs. The high risk advertising research

report by Dr. Paul Watters was shared during the workshop. More than 200 participants were in attendance. The event received wide coverage on more than ten major newspapers and TV news media. ■

## SPECIAL SCREENING OF ‘THE LONGEST RIDE’ CELEBRATES WORLD INTELLECTUAL PROPERTY DAY IN VIETNAM

Nguyen Hoang Diep with fellow filmmakers Phan Dang Di, Xuan Bac and Le Khanh at the screening event.

On April 24, the U.S. Embassy in Hanoi, the MPA and CGV jointly organized a special screening of movie *The Longest Ride* to celebrate World

IP Day 2015. Nearly 200 representatives from the Vietnamese Government, universities and creative industries attended the screening with US Embassy representatives and executives from MPA and CGV. Among the audience were U.S. Ambassador Ted Osius, Vice Minister of Culture Vuong Duy Bien and three celebrated Vietnamese artists Le Khanh, Xuan Bac and Phan Dang Di. *The Longest Ride* is an American romantic drama film directed by George Tillman, Jr. and written by Craig Bolotin. Based on Nicholas Sparks’ novel of the same name, the film stars Scott Eastwood, Britt Robertson, Jack Huston, Oona Chaplin, Alan Alda, Melissa Benoist, and Lolita Davidovich. ■





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