



## MPA A.C.E. AWARD WINNER SHEILA TIMOTHY ENDORSES NEED FOR ROBUST COPYRIGHT LAWS FOR CREATIVITY AND INNOVATION TO FLOURISH

**Above:** Sheila Timothy receives the MPA A.C.E. Award from **Mike Ellis**, President and Managing Director, Asia Pacific, MPA.

Sheila Timothy was presented with the Motion Picture Association (MPA) Asia Pacific Copyright Educator (A.C.E.) Award at CineAsia in recognition of her unparalleled commitment and leadership in protecting the work and livelihoods of her fellow filmmakers in the Indonesian screen community.

Sheila Timothy was instrumental in working collaboratively with local stakeholders to see the new Copyright Law finalized in 2014. This year, she was successful in moving piracy to the top of the policy and media agenda, co-ordinating a groundbreaking Copyright Forum opened by Vice President Jusuf Kalla, which stimulated wide media coverage. Using that momentum, she championed the first action under the new site-blocking provision ensuring that a number of copyright-infringing websites were no longer accessible in Indonesia. Sheila Timothy has spent years of her life in the advertising and music business and is

currently on the board of one of the oldest recording companies in Indonesia - PT REMACO - founded by her late father, Eugene Timothy. In 2008, she established Lifelike Picture THE FORBIDDEN DOOR) for Joko Anwar, which went on to win Best Film in the Puchon International Fantastic Film Festival (PIFAN) in 2009. In 2012 she produced her second feature film MODUS ANOMALI, also written and directed by Joko Anwar. The film won the Bucheon Award at the 4th Network of Asian Fantastic Films (NAFF), in South Korea. MODUS ANOMALI premiered in South by Southwest Film Festival (SXSW) in March 2012 and was released in Indonesia in April 2012. Her third feature TABULA RASA, released in 2014, garnered four awards at that year's Indonesian Film Festival. Sheila also leads the Association of Indonesian Film Producers (APROFI), whose aim is to grow and improve the Indonesian film industry and help it to gain international recognition.

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## MPA A.C.E. AWARD WINNER SHEILA TIMOTHY ENDORSES NEED FOR ROBUST COPYRIGHT LAWS FOR CREATIVITY AND INNOVATION TO FLOURISH (cont'd)

The MPA A.C.E. Award was presented during an awards event at CineAsia, held at the Hong Kong Convention and Exhibition Centre and attended by over 350 people representing the exhibition and film community in the Asia Pacific region. CineAsia is the only international convention dedicated to Asian cinema exhibition and distribution and is now in its 21st year. Past recipients of the MPA A.C.E. Award include Indonesian filmmaker

Maya Barack Evans (2014), Philippines filmmaker and lawyer Joji Alonso (2013), Tropfest founder John Polson (2012), Malaysian film producer and recording artist Norman Halim (2011), Australian actor Roy Billing (2010), Hong Kong film producer Raymond Wong (2009), Thai producer and director Jareuk Kaljareuk (2008), and New Zealand actor Temuera Morrison (2007). ■

## 2015 MPA APSA ACADEMY FILM FUND RECIPIENTS ANNOUNCED

The Asia Pacific Screen Academy and the Motion Picture Association (MPA) announced the recipients of the sixth round of the MPA APSA Academy Film Fund during the 9th Asia Pacific Screen Awards Ceremony in Brisbane on November 26.

The 2015 recipients of the MPA APSA Academy Film Fund are:

- **BANDIT** by Israeli screenwriter and director Ami Drozd which the panelists called “a potent, multi-layered father-son saga set in the director’s Polish homeland in the aftermath of World War Two.” Drozd was nominated for Best Youth Feature Film, 2012 for **MY AUSTRALIA (AUSTRALIA SHELI)** and in that same year was a panel member for the APSA Academy Children’s Film Fund.
- **THE FOX BOY** by director and producer Cliff Curtis (Maori/New Zealand). The Panelists described **THE FOX BOY** as “inspired by an archival still photograph of a Maori boy dressed in Western clothes, an intimate epic which explores the contradictions and tensions of New Zealand colonial history”. Curtis was awarded Best Performance by an Actor in 2014 for **THE DARK HORSE**, and was previously acknowledged with a nomination for Best Youth Feature Film, 2010 for the film **BOY**.
- **MUSIC IN A VILLAGE NAMED 1PB** from Indian director and producer Surabhi Sharma was noted as “an observational documentary set in the desert landscapes of Rajasthan, where a rich and ancient music culture struggles to survive against the challenges of modern economic development.” Surabhi was nominated for Best Documentary Feature Film, 2014 for **BIDESIA IN BAMBAI**.
- **WAJIB** by screenwriter/director Annemarie Jacir (Jordan/Palestine) was described as “a beautifully constructed satire, which gives an unexpected insight into the complex lives of Palestinian families living in Nazareth in northern Israel.” Jacir was nominated for

Best Youth Feature Film, 2013 for **WHEN I SAW YOU (LAMM SHOFTAK)** which was profiled in the PSA-produced documentary series **SCENE BY SCENE**.

In 2015, a total of 86 projects were submitted from 28 countries and areas across Asia Pacific and beyond, representing the truly global reach of APSA Academy members. The highest number of submissions were received from India (16), followed by Australia (9), Islamic Republic of Iran (7) and further entries from countries as diverse as Azerbaijan, Bangladesh, Indonesia, Iraq, Israel, Japan, Jordan, Kazakhstan, Malaysia, New Zealand, Palestine, People’s Republic of China, Philippines, Republic of Korea, Russian Federation, Singapore, Sri Lanka and Republic of Turkey.

The success stories of projects funded by the MPA APSA Academy Film Fund are manifold:

- The first completed film - from the inaugural round of the fund in 2010 - was Asghar Farhadi’s **A SEPARATION** which went on to win almost 50 awards internationally including an Oscar®, a Golden Globe®, the Golden Bear and APSA for Best Film.
- 2011 MPA APSA Academy Film Fund recipient Maryam Ebrahimi’s **NO BURQUAS BEHIND BARS** was recognized worldwide, winning awards at major festivals around the globe, including the biggest TV award in Europe - the Prix Europa Award for Best TV Documentary - and an International Emmy Award.
- Shawkat Amin Korki’s **MEMORIES ON STONE** began its development as a 2011 APSA Fund recipient and since completion, has garnered more than a dozen international awards including the 2014 APSA UNESCO Award. The film had an official screening at UNESCO Headquarters in Paris, at the MPAA headquarters in Washington and is Iraq’s official submission for the 88th Academy Awards® for the Best Foreign Language Film.



## 2015 MPA APSA ACADEMY FILM FUND RECIPIENTS ANNOUNCED (cont'd)



**Mike Ellis**, President and Managing Director, Asia Pacific, MPA and **Andrew Pike**, Chairman of the MPA APSA Academy Film Fund Panel announce recipients of the 2015 MPA APSA Academy Film Fund.

2015 MPA APSA Academy Panelists were:

**Andrew Pike:** film distributor, film historian and documentary filmmaker. With Ross Cooper, he co-authored 'Australian Film 1900-1977'. His company, Ronin Films, distributed many Chinese Fifth Generation films in the 1980s, along with many Japanese classics. The company's Australian releases have included *STRICTLY BALLROOM* and *SHINE*. In 2007, he received an Order of Australia Medal and an honorary doctorate from the University of Canberra. For ten years until 2012, he served on various iterations of the Board of the National Film and Sound Archive of Australia. In 2007 he produced the documentary *ACROSS THE PLATEAU* for Chinese director Zhang Zeming. As a documentary director, his films include *ANGELS OF WAR*, *THE CHIFLEYS OF BUSBY STREET*, *EMILY IN JAPAN* and *MESSAGE FROM MUNGO* (co-directed with Ann McGrath and winner of a United Nations Association Media Award in November 2014). In 2015 Pike was General Manager of the Canberra International Film Festival.

**Youn Sung-Eun:** One of Korea's most important film critics, Youn Sung-Eun received her PhD in film studies from the prestigious Han-Yang University. A respected university lecturer in film theory and history, she has also published two books. Her film reviews are published weekly in newspapers such as *Busan Daily* and *Seoul Newspaper* and she is a regular reviewer on both TV and radio, including the long-running EBS TV program *Cinema Paradise*. This year

she established new film commentary programs on both KT Olleh TV and CBS radio. Youn Sung-Eun is member of the executive committee of the Korean Association of Film Critics and a member of FIPRESCI (Fédération Internationale de la Presse Cinématographique). For five years Youn Sung-Eun has acted as moderator for the renowned Busan International Film Festival and is an experienced festival programmer with six years programming the Seoul Christianity Film Festival (Seoul International Agape Film Festival).

**Costa Botes:** Costa is an award-winning, independent New Zealand filmmaker who writes, directs, produces, and edits across short, feature and documentary formats, as well as mentoring young talent. Costa's international acclaim includes the Jury Prize at the Clermont-Ferrand Short Film Festival. *FORGOTTEN SILVER*, a mockumentary co-written & co-directed with Peter Jackson in 1995 won a special critics' prize at the Venice Film Festival and has become a cult favourite worldwide. Costa established his own production company, Lone Pine Film & TV Productions in 2005 to make independent documentaries and his films have garnered selection at Slamdance, Hot Docs, IDFA, and the Toronto International Film Festival. His most recent documentary is *ACT OF KINDNESS*, the story of a young New Zealander's experiences in post-Genocide Rwanda. ■

## NEW ASIAN FEATURE FILMS TAKE CENTER STAGE AT 2015 MPA-APSA-BIFF PROJECT PITCH RECEPTION IN BUSAN

On October 4, filmmakers and film industry leaders from across Asia joined the MPA-APSA-BIFF Project Pitch Reception hosted jointly by the Motion Picture Association (MPA), the Asia Pacific Screen Academy (APSA) and the Busan International Film Festival (BIFF), which is celebrating its twentieth year showcasing the best of Asian film.

Held at the Park Hyatt Hotel in Busan - the venue of a number of film festival events the reception featured a one hour new feature film project pitch 'dating session' involving new projects from the Asia Pacific region.

Following the pitch session, those involved in 'catching' the projects highlighted the film ABRACADABRA, by filmmaker Ifa Isfansyah, a story about a magician's trick that goes wrong, for special recognition. The filmmaker will receive a trip to the 9th Asia Pacific Screen Awards to be held in Brisbane later this year

The projects included in the 2015 MPA-APSA-BIFF Project Pitch Reception were:

1. CROWDED HOUSE, presented by writer/

director Russell Edwards;

2. KABULIAWALA, presented by writer/director/producer Soumitra Ranade;

3. YELLOW APPLES, presented by producer Mohammad Atebbai and director Shahram Mokri;

4. ABRACADABRA, presented by writer Ifa Isfansyah (Special Recognition Prize);

5. GHOST OF CHRISTCHURCH, presented by producer Joane Lee and writer Shin Sean

6. FALL OUT, presented by producer Jeannette Paulson Hereniko

7. NO MAN'S LAND, presented by producer/writer/director Mostofa Farooki

8. HER TIME, presented by director Park Joon-bum

9. SURVEILLANCE, presented by director Lee Eun-sang

10. JOSEON BYEOLGOK, presented by director Kwon Hyuk Jun

The projects were presented to ten distinguished producers, critics, sales agents and distributors including:

1. Youn Sung Eun, Film Critic/ PhD in Film Studies

2. Michael Favelle, Sales Agent & Distributor, Odin's Eye Entertainment

3. Tom Horton, Visual Effects (VFX) Director/Producer

4. Isabelle Glachant, Producer

5. Michael Werner, Chairman, Fortissimo Films

6. Kim Han-min, Film Director

7. Yu Young-sik, Head of Korean Academy of Film Arts

8. Kim Jae-min, Head of Business Division, Contents Panda

9. Chung Byoung Wook, Producer

10. Seo Jung Won, CEO, Activers Entertainment. ■

Participants pitching their projects to 'catchers' during the reception.



Participants of the project pitch reception gather for a photo with Kim Dong Ho, Founder and Honorary Festival Director of Busan International Film Festival and Patron of Asia Pacific Screen Awards.



## 5TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LA PROMOTES INDUSTRY TIES

On Monday, November 2, 2015, the 5th Annual China International Co-Production Film Screenings kicked off with a reception and special screening of *WOLF TOTEM* hosted by the MPA and Warner Bros. Entertainment at Warner Bros. Studios in Los Angeles, California, with special guest, Mao Yu, Deputy Director General of the China Film Bureau. The week-long event includes a series of special screenings from November 3-6 at various locations in L.A., which are jointly organized by the MPA and the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT). The China International Co-production Film Screenings are a celebration of the growing relationship between the American, international and Chinese film and television industries, which continues to stimulate economic growth and increase cultural awareness.

Attracting approximately 300 high-profile government officials, filmmakers, film industry executives and media representatives, the

event cultivated existing ties between the Chinese and U.S. film industries, which MPAA Chairman and CEO Chris Dodd commented, "continues to grow stronger, drive economic growth, and benefit global audiences."

Dodd, along with Kevin Tsujihara, Chairman and CEO of Warner Bros. Entertainment, and Mao Yu, Deputy Director General of the China Film Bureau, delivered keynote speeches. The opening was followed by a series of screenings, forums and receptions supporting dialogue between the U.S. and China film industries and ran from November 3 to 5.

On November 6, MPA and THX co-hosted a closing reception for more than 200 guests with a screening of *GO AWAY MR. TUMOR* at ArcLight Cinema. The evening included an absorbing interview with Hawk Koch who spoke to director Han Yan. After the reception, THX hosted a special screening of *SPECTRE*. ■





## 5TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LA PROMOTES INDUSTRY TIES (cont'd)





## 5TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LA PROMOTES INDUSTRY TIES (cont'd)





## 5TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LA PROMOTES INDUSTRY TIES (cont'd)





## 5TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LA PROMOTES INDUSTRY TIES (cont'd)





## POLICE OPERATION TARGETS ILLEGAL FILM & TV ONLINE DISTRIBUTOR

On October 29, officers from Green Valley Local Area Command, supported by investigators from the Australian Screen Association (ASA) executed a search warrant on a residential address in Busby, NSW. During the search, New South Wales police officers located a laptop computer, plus a number of USBs and hard drives used to store over 2,000 alleged infringing copies of back catalogue and new release film and television titles.

A 19 year old female is currently assisting police with their enquiries in relation to

the alleged illegal sale and distribution of film and TV titles online. Titles seized during the operation included CINDERELLA, FAST AND FURIOUS, MAD MAX FURY ROAD, 50 SHADES OF GREY, JURASSIC WORLD and FANTASTIC 4 (2015)

It is alleged that the films and TV titles were being sold online via the website Gumtree for as little as 50 cents each and TV seasons for as little as \$10 each. ■

## CO-PRO FORUM IN SYDNEY FAST TRACKS ENGAGEMENT BETWEEN AUSTRALIAN AND CHINESE FILM INDUSTRIES

On November 23, at Fox Studios Australia, a significant cross-section of the Australian film industry met with a major film delegation from China for the first Australia China Co-production Forum, hosted by the Motion Picture Association (MPA), the Australian Screen Association (ASA), the International Chinese Film Festival (ICFF) and the China Cultural Center.

With co-productions between countries proving to be a tangible approach in accessing the fast-growing Chinese market, the forum looked to fast track engagement between representatives from the two film industries and provide an environment for new co-production projects to match partners and expertise.

In the first of two panels, Sonia Borella - Media, IP and Entertainment partner at Holding Redlich, moderated a discussion on Developing high-value IP in Australian-

Chinese co-productions, with speakers William Feng - Chief Representative China MPA, Pauline Chan - Writer/Director (33 POSTCARDS), Lu Wei - producer (THE MONKEY KING RETURNS), An Xiaofen - Producer and President, Desen International Media and Colleen Champ - Program Manager, Co-production, Screen Australia.

Debra Richards - CEO of Ausfilm, hosted the second panel Pathways to Post & VFX Excellence on Australian/Chinese co-productions, with a stellar line up of speakers from the Australian post and VFX industry, including Alaric McAusland - DDP Studios / Iloura / StageOne Sound, Andy Brown and Luke Hetherington - Animal Logic, and Dane Maddams and Mike Hammel - Plastic Wax.

Following the panel discussions, the delegation of Chinese filmmakers, producers and directors visited Spectrum Films (STORM SURFERS 3D, BAIT, STRANGERLAND. THE HUNGER GAMES:



Panelists and participants engaged in a discussion on providing a conducive environment for co-production projects to flourish.

## CO-PRO FORUM IN SYDNEY FAST TRACKS ENGAGEMENT BETWEEN AUSTRALIAN AND CHINESE FILM INDUSTRIES (cont'd).



Panelists and participants engaged in a discussion on providing a conducive environment for co-production projects to flourish.

CATCHING FIRE), Deluxe (MAD MAX: FURY ROAD, THE WATER DIVINER, THE RAILWAY MAN) and Fox Studios Australia (THE GREAT GATSBY, X-MEN ORIGINS: WOLVERINE, UNBROKEN) as part of a week-long tour of Australian studios and post production/VFX companies. The delegation will also visit the Asia Pacific Screen Awards in Brisbane and Village Roadshow Studios on the Gold Coast, where high-profile Australian-Chinese co-production THE NEST is currently being filmed. The Australia China Co-production Forum was supported by Ausfilm and its member companies: Fox Studios Australia, Screen Australia (SA), Screen NSW, Animal Logic, Spectrum Films, Plastic Wax and Deluxe, with additional support from Australian Directors' Guild (ADG) and Screen Producers' Australia (SPA). ■

## AUSTRALIA COPYRIGHT AMENDMENTS ACHIEVED

The Copyright Amendment (Online Infringement) Act 2015 received Royal Assent on June 26, 2015, and came into effect the following day. The law, which passed both Houses of Parliament on June 22 with bicameral support, introduces new provisions under section 115A into the Copyright Act that will allow rights holders to obtain no-fault injunctions against ISPs, requiring them to block specified infringing websites.

A single amendment was made to the legislation that was in line with the recommendations made by the Senate Legal and Constitutional Affairs Legislation Committee. This important change saw the list of factors to be taken into account when determining the flagrancy of the infringing website move from being a mandatory set of factors for the Federal Court's determination over to a weighted set of factors that a Federal Court judge may take into account on an individual, case-by-case basis. The factors a court now has the 'discretion' to take into account include:

- The flagrancy of the infringement, or the flagrancy of the facilitation of the infringement;
- Whether the online location makes available or contains directories, indexes or categories of the means to infringe, or facilitate an infringement of, copyright;
- Whether the owner or operator of the online location demonstrates a disregard for copyright generally;
- Whether access to the online location has been disabled by orders from any court of

another country or territory on the ground of or related to copyright infringement;

- Whether disabling access to the online location is a proportionate response in the circumstances;
- The impact on any person, or class of persons, likely to be affected by the grant of the injunction;
- Whether it is in the public interest to disable access to the online location;
- Whether the owner of the copyright has notified the ISP and, where possible, the owner of the online location;
- Any other remedies available under the Copyright Act;
- Any other matter prescribed by the regulations;
- Any other relevant matter.

In addition to the single amendment to the legislation itself, four amendments were added to the accompanying Explanatory Memorandum, namely:

- Helpful clarification to the definition of 'primary purpose';
- A court will have the power to order the parties to establish a 'landing page';
- ISPs will not be penalized and required to bear unnecessary costs where the court finds that an ISP is 'fully co-operating, or not frustrating proceedings';
- Indemnification was unnecessary as an ISP cannot be held liable for the implementation of a court order. ■



## CHINA FILM WEEK PROMOTES CULTURAL EXCHANGE AND OPPORTUNITIES FOR U.S.-CHINA FILM COOPERATION

Held by MPAA and SAPPRFT in Washington, D.C., the gala event and film week coincided with the Chinese President Xi Jinping's state visit from September 24 to 28. At the opening ceremony on September 25, MPAA CEO and Chairman Christopher Dodd was joined by Cai Fuchao, SAPPRFT Minister, Zhang Hongsen, Film Bureau Director General, Ma Li, International Cooperation Department Director General and La Peikang, China Film Company Ltd.

Five Chinese blockbusters were introduced to Chinese audiences: GO AWAY, MR TUMOR, MONSTER HUNT, TO THE FORE, THE MONKEY

KING IS BACK and WOLF TOTEM. International artists, filmmakers and film lovers experienced a week of special screenings and panel discussions.

At the opening ceremony, Dodd remarked that as a nation with an incredible and long-standing history of storytelling, China has embraced the art of filmmaking and is creating truly unique movies for today's global audiences. He pointed out that film industries across the globe are enthusiastically pursuing new opportunities to work in partnership with the Chinese film community. ■



From L-R: Ye Ning, Vice President of Wanda Culture Industry Group; Congresswoman Judy Chu, Actress Bai Baihe, MPAA Chairman and CEO Christopher Dodd, Minister Cai Fuchao, MPA China's William Feng



SAPPRFT Minister Cai Fuchao and MPAA Chairman and CEO Christopher Dodd opens the China Film Week

## MPA-ORGANIZED LAW ENFORCEMENT SYMPOSIUM IN GUIYANG EXPLORES INTERNET+ PIRACY TRENDS

Held in Guiyang, the capital of Guizhou province, the 9th Cross-Border Copyright Law Enforcement Symposium attracted a strong showing from law enforcement officials in Greater China involved in copyright protection. The symposium was opened by William Feng, Chief Representative of MPA China, on August 20 and 21. Yang Mengdong, Deputy Director General of SAPPRFT's Anti-illegal & Illicit Publication Department, and Li Chengwu, Deputy Director General of NCAC's Copyright Management Department, delivered keynote speeches during the event.

This year's symposium focused on infringing apps and illegal set-top boxes, cloud-based piracy and best practices for cloud service providers. Knowledge-sharing around these issues triggered discussion and brainstorming among industry representatives from the MPA, Baidu, Shanghai Media Group and Voole, as well

as officials from mainland China, Hong Kong and Macao. MPA also arranged an informative group visit to the Beijing Guiyang Big Data Application and Exhibition Center, which was jointly established by the Beijing Municipal Science & Technology Commission and Guiyang municipal government to encourage big data and cloud-based innovation. The symposium and the site visit was highly rated by the participants.

The MPA-organized copyright law enforcement symposium was initiated in 2007 and has become an annual event allowing copyright law enforcement officials from mainland China, Hong Kong, Macao and Taiwan to share experiences in combating piracy. The program is regarded as an important platform for cross-border co-operation and information exchange. ■

## CHINA FILM & TV INDUSTRY SURGES 53% SINCE 2011, GENERATING A MASSIVE TOTAL ECONOMIC CONTRIBUTION OF USD 64.4 BILLION (396 BILLION YUAN)

The latest 2014 top-line findings of the Economic Contribution of the Film and Television Industries in China Report were presented by the MPA at the U.S. China Film Summit at the Dorothy Chandler Pavilion in Los Angeles, November 5, 2015. The film and television industries contributed a total of USD 64.4 billion (396 billion Yuan), supported 4,117,000 jobs, and generated a total tax contribution of USD 16.9 billion (104 billion Yuan). The report was prepared by Oxford Economics and was developed in partnerships with several leading trade organizations in China's film and entertainment industries, including China Film Distribution and Exhibition Association, China Film Producers' Association, China Film Copyright Association, and China Audio-Video and Digital Publishing Association.

The report also highlights the significant contribution the screen industry has made moving to a developing digital economy: thousands of digital cinema screens are being developed around the country to meet the audience demand for quality screen entertainment; while online digital video platforms continue to deliver better quality content to audiences in the home and on the move. The Report found that in 2014,

the film and television industry equated to a whole economy total contribution of USD 64.4 billion (396 billion Yuan). This signifies a growth of 53% since our last report referencing 2011 data (then USD 42.1 billion (equating to 272 billion Yuan). This total contribution - covering the film, television and home entertainment industries - consists of the direct contribution, supply-chain effects (from purchases by the film and television sectors from other industries within the country) and employee spending effects on the economy. The direct contribution (of the film and television industry exclusively) was USD 23.7 billion (146 billion Yuan). The industry supported 4,117,000 jobs - jobs that are high-productivity, relatively well-paid jobs that are around 90% higher than the average across the whole economy. The industry generated USD 16.9 billion (104 billion Yuan) in tax revenues. The starting point for the estimates in this report was provided by official statistics published by the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) in the "Blue Book of China's Radio, Film and Television" (BBCRFT). ■

## HONG KONG

### HKISA SUPPORTS IP CONTEST WINNERS IN XIQIAO DREAMLAND STUDIO VISIT



On July 7, HKISA's Sam Ho and officials from the American Consulate General in Guangzhou co-organized a visit to the Xiqiao Dreamland Studio in Foshan for winners of the Intellectual Property Anti-Piracy Awareness Contest organized by the Consulate General.

In addition to enjoying themselves immensely, the visitors gained valuable insights into the world of movie making, enhancing their awareness of the behind-the-scenes creativity, hard work and investment that goes into movies and the importance of protecting creative content. ■

*Right:* Visitors pose on the lot at Xiqiao Dreamland Studio.



## ANTI-CAMCORD CASH REWARD PRESENTATION

On August 18, HKISA's Sam Ho presented an Anti-Camcord Cash Reward (HK\$2,000/ US\$258) and a Letter of Appreciation to the cinema manager and team at UA Cityplaza in Taikoo Shing, recognizing their proactive and determined action on February 22, 2015, resulting in the arrest of a person who illegally camcordered the hit movie FIFTY SHADES

OF GREY. Sam also thanked the Hong Kong Theatres Association and UA Cinemas for their outstanding, long-term partnership in protecting movies in Hong Kong cinemas. ■

HKISA's **Sam Ho** presents cash reward to frontline cinema staff for outstanding IPR protection efforts.



## 8TH ISP SYMPOSIUM IN SHENZHEN CONCLUDED

On September 18, HKISA and the Hong Kong Internet Service Providers' Association co-organized the 8th ISP Symposium in Shenzhen, China and saw useful discussions on Internet and content protection issues among the twenty four delegates, including Hong Kong

Legislative Council Members, Copyright Law Experts and representatives from ISPs, Data Centers, Content Providers, Copyright Protection Agencies, and Hong Kong's Young Ambassadors IP education program. ■

Symposium participants gather for a group photo.





## CONTENT PROTECTION TRAINING SEMINARS IN HONG KONG, TAIPEI, MACAU AND GUANGZHOU



In September and November, HKISA assisted Content Overseas Distribution Association (CODA) to conduct four content protection seminars in the Greater China Region in Hong Kong, Taipei, Macau and Guangdong for the Hong Kong Customs, the Taiwan Criminal Investigation Brigade (CIBr), Macau Customs and students of Guangdong University.

The interactive seminars, supported by speakers from CODA, Toei Animation and the Japan Video Software Association provided front-line enforcement officers with the latest information on current online and high definition infringement trends, successful countermeasures taken against online piracy in Japan, the identification of infringing products containing TV and movie content, and the importance of intellectual property rights and its protection. The seminars were well received by over 200 attendees. ■

Training seminars held in Hong Kong, Taipei, Macau and Guangzhou.



## SEMINAR AND PRESS CONFERENCE CALLS FOR PASSING OF COPYRIGHT (AMENDMENT) BILL 2014



On November 9, HKISA's Sam Ho joined other leading IP rights stakeholders as a panel speaker in a seminar organized by the Hong Kong General Chamber of Commerce (HKGCC) and the Hong Kong Copyright Alliance. The seminar addressed the importance of the Copyright (Amendment) Bill 2014, the legal implications for copyright owners, copyright users and online service providers, possible impact on business operations and any issues to be addressed after the passage of the Bill.

On December 13, HKISA, the Hong Kong Copyright Alliance and other local copyright stakeholders jointly held a press conference to express their support for the Copyright (Amendment) Bill 2014 and to urge the HKSAR Government to pass the Bill as soon as possible to enhance Hong

Leading IP rights stakeholders at the seminar and press conference on the Copyright (Amendment) Bill 2014.



## SEMINAR AND PRESS CONFERENCE CALLS FOR PASSING OF COPYRIGHT (AMENDMENT) BILL 2014 (cont'd)



Kong's competitive edge as a creative hub and modernize Hong Kong's copyright provisions. Although the press conference was suspended due to the disruptive actions of protesters at the time, brief live interviews were arranged with broadcast and print media ensuring key messages were communicated and widely reported. ■

**Left:** Leading IP rights stakeholders at the seminar and press conference on the Copyright (Amendment) Bill 2014.

**Below:** Protesters disrupt the press conference.



## INDIA

## LA INDIA FILM COUNCIL HIGHLIGHTS DIGITAL MEDIA GROWTH OPPORTUNITIES IN INDIA FOR SOUTH EAST ASIAN COUNTRIES



Report Launch 'Digital Media Growth Opportunities in India for South East Asian Countries' at Fast Track Southeast Asia.

(L-R): Isa Seow, Managing Director - Centre for Content Promotion, Utkarsh; Sanghvi, Associate Director - Tax & Regulatory services EY; Uday Singh, Managing Director - Motion Picture Dist. Association India Pvt. Ltd.; Frank Rittman

On August 11, 2015, the Los Angeles India Film Council participated in an engaging panel discussion entitled 'What is the Current Growth of Asian Content?' at the 2015 Fast Track Southeast Asia conference in Malaysia to highlight the growing demand for legitimate content and evolving digital content consumption patterns in India.

The Council also launched a report by EY entitled Digital Media Growth Opportunities in India for Southeast Asian Countries at the conference, which was attended by creative professionals and digital content executives from around Southeast Asia. The report focused on the opportunity with digital in India – one of the world's fastest growing economies – with the media and entertainment sector in the country estimated to reach INR1,964 billion by 2019 at a CAGR of 13.9%. The Indian Digital sector is on the cusp of a strong phase of growth, backed by a

## LA INDIA FILM COUNCIL HIGHLIGHTS DIGITAL MEDIA GROWTH OPPORTUNITIES IN INDIA FOR SOUTH EAST ASIAN COUNTRIES (cont'd)

growing consumer base and related revenues across all sectors. The report highlighted growth in the consumption of video content in India being driven by platforms like OTT, MCN

and music streaming, in addition to a growing demand for regional and local content. View the whole report here: <http://goo.gl/mZVtIH> ■

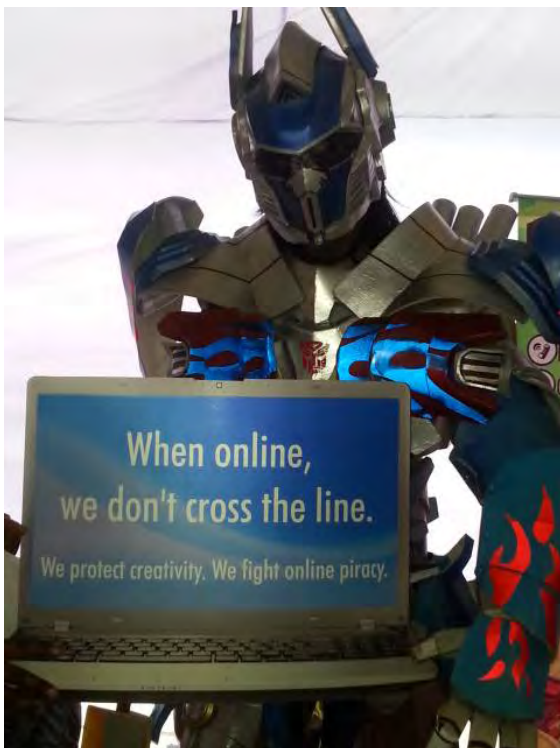
## TELUGU FILM INDUSTRY & MPDA UNITE TO RAISE ONLINE PIRACY AWARENESS AT COMIC CON

Between September 12-13, 2015, the Telugu Film industry and MPDA collaborated to launch an interactive campaign through Comicorner to raise awareness of the threats of online piracy at Comic Con, 2015 held, in Hyderabad.

ComiCorner is a unique initiative aimed to engage audiences at Comic Con and presented an opportunity to promote copyright and content protection through interactive activities. Participants at the

ComiCorner were given an opportunity to become content creators themselves and post their original work on the ComicornerHyd Facebook page. Comic Con, India, is dedicated to expanding India's popular culture by creating high profile events that cater to fans of not only comics but also Movies. Over 25,000 comic fans and enthusiasts attended the event over two days. ■

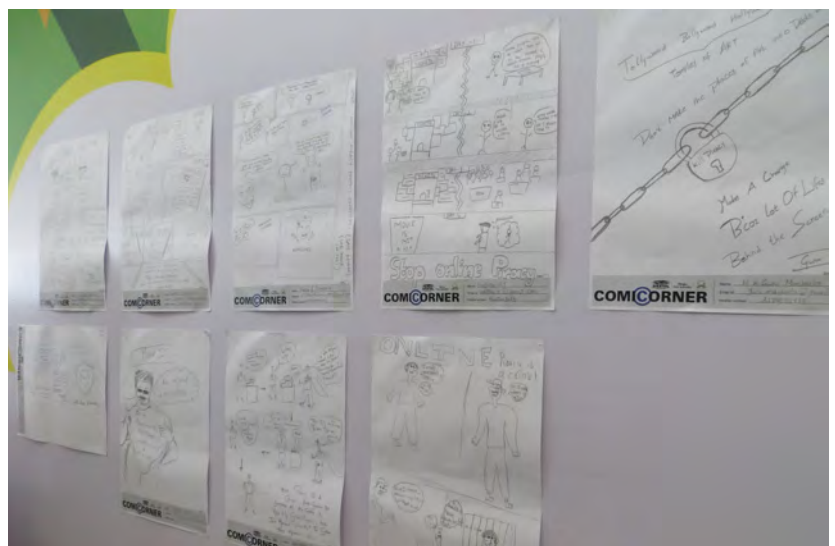
*Below:* Pledge made by a participant at the Comic Con Hyderabad 2015



*Above:* Participants having fun at the Comic Corner photobooth



*Above:* Filmmaker S.S. Rajamouli with Comic Corner winners along with representatives from The Telugu Film Industry



*Above:* Wall Displaying Entries in the Movie Cop - Comic Strip Contest



## MPDA SUPPORTS SCRIPT DEVELOPMENT AT THE 2015 JAGRAN FILM FESTIVAL

Between July 2 and October 1, 2015, the MPDA collaborated with the Jagran Film Festival to promote the MPA APSA Academy Film Fund in leading cities across the country through a



Above: Manoj Srivastava and MPDA India's Lohita Sujith at the Jagran Film Festival



Above: MPA APSA Session, Jagran Film Festival, Lucknow, From L-R: Sudhir Mishra, National Award Winning Director; Lohita Sujith, Director, Corporate Communication, MPDA, India Pvt. Ltd.; Manoj Srivastava, Advisor, JFF



Above: MPA-APSA Film Fund Session at Jagran Film Festival, New Delhi 2015, From L-R: Lohita Sujith, Director, Corporate Communication, MPDA, India Pvt. Ltd.; Rajit Kapur, National Award Winning Actor and APSA Academy Member; Manoj Srivastava, Advisor, JFF

## LA INDIA FILM COUNCIL PROMOTES FILMS AS A WINDOW TO TOURISM



From L-R: Rezal Rehman, CEO, Pinewood Iskandar Malaysia Studios and Uday Singh, MD, MPDA India Pvt. Ltd.

The LA India Film Council (LAIFC) supported key panel discussions at a workshop with Indian states organized by the National Film Development Corporation of India (NFDC) at the 2015 Film Bazaar, Goa. Key representatives from leading Indian states attended the workshop, held between November 18-20, 2015.

The Council supported two discussions at the workshop to sensitize states on the need to attract film productions through a state level film commission, that featured a presentation on Benefits of Film Production to Local State Economies – A Global Perspective by Uday Singh, Managing Director, Motion Picture

## LA INDIA FILM COUNCIL PROMOTES FILMS AS A WINDOW TO TOURISM (cont'd)

Association, India Office. Rezal Rahman - CEO, Pinewood Studios, Malaysia, shared best practices on what it takes for creating a simple one-stop window to make a hassle-free production schedule on location. ■

**Below:** MPDA India's **Uday Singh** shares insights with representatives from the states of Gujarat, Punjab, Chattisgarh and Madhya Pradesh



MPDA India's **Uday Singh** presents on the Benefits of Film Production to Local State Economies - A Global Perspective

## MPDA RAISES CONCERN OVER RISING THREAT OF ONLINE CONTENT THEFT AND CALLS FOR STRONG ONLINE CONTENT PROTECTION MEASURES



Cyber 360 Conference, **From L-R: Kiran Karnik** - Chairman CII National Committee on Digital Media Mission and Former President, NASSCOM; **Uday Singh** - MD MPDA India; **Neena Gopal** - MD Deccan Chronicle; **Biren Ghose** - Country Head Technicolor

On September 30, 2015 MPDA participated in a panel discussion entitled Re-imagining Media in the Age of Cyber at the Cyber 360 conference in Bangalore. Experts from around the world gathered to discuss global threats to obtain a 360-degree perspective on cyber security. MPDA raised awareness on current challenges faced and the growing need to protect creative industries, while highlighting best enforcement practices across the globe to curtail the growth of online piracy.

Further, on December 7, 2015, a representative of MPDA participated in the 20th edition of the International Film Festival of Kerala in a panel discussion on Piracy and Original Creation. During the panel, filmmakers from Latin America, Europe and regional filmmakers voiced the need to address the shift in movie piracy to online platforms. Stakeholders agreed with the requirement for stronger laws and enforcement measures to curb piracy and the need to encourage legitimate content platforms. ■



**Left:** IFFK 2015 'Kerala must take a stand in the fight against piracy' **From (L-R): Mr. Amarthya Bhattacharya**, Writer and Director; **Dr. Jabbar Patel**, Theatre and Film Director; **Mr. Kamal KM**, Film Director; **Ms. Lohita Sujith**, Director - Corporate Communications, Motion Picture Dist. Association; **Ms. Golda Sellam**, French producer; **Mr. Pablo Chernov**, Film Producer; **Mr. Shaji N Karun**, National Award-winning Indian Film Director and Cinematographer.



## LA INDIA FILM COUNCIL GARNERS STAKEHOLDERS' SUPPORT FOR ROBUST FILM POLICY TO ADDRESS FILM INCENTIVES

On July 24, MPDA participated in a stakeholders' meeting organized by the Federation of Indian Chambers of Commerce and Industry (FICCI) with the Secretary of the Ministry of Information and Broadcasting (MIB) and the Secretary of the Ministry

of Tourism on Film Incentives and Screen Density. MPDA highlighted the need to increase screen density in India to drive industry growth and emphasized the need for an organized film incentive regime in India. The Secretaries were supportive of the recommendation and requested wider participation in a proposed taskforce to develop a roadmap to introduce a production and tax incentive regime in India in future.

In a separate initiative to promote film incentives at a state level through a robust Media and Entertainment Policy, on September 29, the MPDA participated in a panel discussion on Film Shooting in Maharashtra at the Maharashtra International Film Tourism Mart, an event organized by the Maharashtra State Government. The Council advocated the need for a state level media and entertainment policy across different states at the 2015 Cinema Tourism Summit, Mumbai and the 2015 CII Big Picture Summit, New Delhi. ■



From L-R: Mr. Ramesh Sippy, film Director; Mr. Bimal Julka, Former Secretary I&B; Dr. Lalit K Panwar, Secretary, Ministry of Tourism; K Sanjay Murthy, Joint Secretary (Films) - Ministry of Information and Broadcast; Uday Singh, managing Director, MPDA



From L-R: Dr. Lalit K Panwar, Secretary, Ministry of Tourism; K Sanjay Murthy, Joint Secretary (Films) - Ministry of Information and Broadcast; Uday Singh, managing Director, MPDA



Cinema Tourism Summit, from L-R: Nina Iath Gupta - MD NFDC and Uday Singh - MD MPDA India Pvt. Ltd.



CII Big Picture Summit 2015, from L-R: Mr Resul Pookutty, Sound Designer & Oscar Award Winner; Mr. Sabbas Joseph, Executive Director, Wizcraft; Mr Ashish Kulkarni, Founder & CEO, Punaryug Artvision Pvt Ltd.; Mr Uday Singh, Managing Director, Motion Pictures Distribution Association India Pvt Ltd. (MPDA); Ferzad Palia, Executive Vice President-Viacom18 Media Pvt. Ltd. Head - English Entertainment



## LA INDIA FILM COUNCIL ADVOCATES CO-PRODUCTION TREATIES TO BOOST MOTION PICTURE PRODUCTION

On November 25, 2015, the LA India Film Council partnered with the Federation of Indian Chambers of Commerce and Industry (FICCI) to support co-productions and film promotion workshops at the 46th International Film Festival of India (IFFI) in Goa.



Co-Production & Marketing Films for Festivals Workshops From (L-R): **Mr. Michael Ward**, Producer, UK; **Mr. Subhash Ghai**, Indian Film Director and Producer; **Mr Pablo Cesar**, Film-maker from Argentina; **Mr. Nishith Takia**, President, Bioscopwala; **Mr. John D Bails**, Executive Vice President, Film Production Capital, U.S.A.; **Ms. Guneet Monga**, Film Producer & Director, Sikhya Entertainment; **Mr. Uday Singh**, MD, MPDA India Pvt. Ltd.

A representative from MPDA moderated a session on 'Leveraging Film Incentives and Co-productions' an event that featured global speakers. Because India has been signatory to a number of co-production treaties in recent years, the panel discussion focused on creating renewed interest among the industry representatives to produce films under these treaties. The success of regional films (THE LUNCHBOX, MASAAAN) has brought the focus back on the effectiveness and relevance of co-production treaties. Panelist and filmmaker Pablo Cesar shared his experience of working on global co-productions across twenty one countries. The workshops were designed keeping in mind the needs of independent producers and directors and were well received by the delegates at IFFI. ■

## INDONESIA

### MPA-ICAD-APROFI FILM CONFERENCE FOCUSES ON FILM MARKETING



MPA, in partnership with ICAD (Indonesia Contemporary & Art Design) and APROFI (Film Producers Association), organized a film conference The Art of Film Marketing on November 18 at the Grand Kemang hotel, Jakarta. Guest speakers Amit Malhotra from Disney South East Asia and Don Anderson from We Are Social provided an international dynamic view of the 21st century movie marketing scene on the first panel discussion. The second panel involving local film professionals focused on specific marketing strategies for local films. Sheila Timothy from APROFI hosted the third panel on the power of data collection and understanding audiences, which attracted a lot of interest and feedback from the floor. Approximately 280 participants from the film industry and students attended the seminar. ■

**Top Left:** MPA's **Edward Neubronner**, **Triawan Munaf**, head of BEKRAF, MPA's **Stephen Jenner**, **Sheila Timothy**, head of APROFI, ICAD program director **Edwin Nazir** and MPA's Indonesian representative **Rusli Eddy**.

**Bottom Left:** **Don Anderson** (We Are Social), **Amit Maholtra** (Walt Disney South East Asia), **Stephen Jenner** (MPA) and **Edwin Nazir** (ICAD).



## 25 INFRINGING WEBSITES BLOCKED IN INDONESIA

In September 2014, Indonesia's House of Representatives passed Copyright Law No. 28 of 2014 which, amongst other reforms, provides the Minister of Kominfo with the authority to block infringing websites. On July 2, 2015 Regulations Nos. 14 and 26 of 2015 providing further details for the implementation of those 2014 amendments were released, along with additional regulations concerning criminal investigations related to intellectual property.

Following the official implementing of regulations as provision for site-blocking article in the Copyright Law, 25 primarily infringing sites were successfully blocked in the initial round by DGIPR and the Ministry of Communications & IT, based on recommendations submitted by APROFI (Film Producers' Associations) in coordination with MPA, as of September 2015. ■

## JAPAN

## RIO & ICE AGE DIRECTOR CARLOS SALDANHA TALKS PASSION & ANIMATION AT MPA-DHU FILM WORKSHOP DURING TOKYO INTERNATIONAL FILM FESTIVAL

Renowned film director Carlos Saldanha (ICE AGE, ROBOTS, GONE NUTTY, ICE AGE: THE MELTDOWN, ICE AGE: DAWN OF THE DINOSAURS, RIO, RIO 2) headlined the 3rd MPA-DHU Film Workshop held as part of the 28th Tokyo International Film Festival (TIFF), revealing to Japan's new emerging filmmakers the process of creating a hit international feature animation. The film workshop, developed by the Motion Picture Association (MPA) in partnership with Digital Hollywood University (DHU), included a popular one-day intensive masterclass, panel discussion and film-pitching competition for emerging

Japanese writer/directors. Awards were presented to filmmakers competing in the feature film pitch competition in recognition of the high quality of the film projects and presentation skills of the participants.

The pitching session titled 'How to Effectively Pitch and Sell Your Project to the People that Count', moderated by Lucas Oliver-Frost (who worked with director Peter Chan on COMRADES AND PERHAPS LOVE), and director Stanley Tong on JACKIE CHAN: SUPERCOP) involved Carlos Saldanha, Kazuaki Kiriya (CASSHERN, GOEMON AND LAST NIGHTS starring Clive Owen and Morgan Freeman), and Motoko Kimura, Producer (WATASHI-NO-ATAMA-NO-NAKA-NO-KESHIGOMU, L.DK., REGRET, GIRLS STEP, PURE SOUL, HAPPY RETIREMENT and HOTEL CONCIERGE).

Following a round of intense judging, Itsumi Fukuda was awarded first place for DOS KOI! – the story of an insecure American boy who realizes a passion for sumo wrestling and with new friends discovers strengths he never knew he had. Itsumi wins 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). In recognition of the depth of talent revealed during the competition, Mike Ellis, President and Managing Director Asia Pacific, MPA, awarded a President's Special Recognition Prize to Lily Nogi, writer of PARAISO, the story of a clandestine Christian woman who sacrifices her life for love in the time of anti-Christian edicts and national isolation policy in Japan. Lily will attend the Asia Pacific Screen Awards (APSAs) in Brisbane, Australia, to engage with some of the most talented filmmakers from across the Asia Pacific. ■



Renowned film director **Carlos Saldanha** headlines MPA film workshop.



Japanese film director **Kazuaki Kiriya** shares his insights on filmmaking with workshop participants.



Participants of the film workshop gather for a photo with judges and panelists.

## CALLS FOR JAPAN TO FURTHER STRENGTHEN MEASURES TO PROTECT CREATIVE CONTENT IN THE DIGITAL AGE MADE DURING MPA SEMINAR AT TIFF

On October 26, UNIJAPAN and Motion Picture Association (MPA), with support from the Embassy of the United States of America and the Federation of Japanese Films Industry (FJFI), partnered together to hold the annual MPA Seminar, the Tokyo International Film Festival's forum for film industry business, policy and creativity discussion and debate.

Conducted as part of the 28th Tokyo International Film Festival and held at Roppongi Hills Mori Tower, the event featured a dynamic debate about possible measures the industry could adopt to better protect creative content in Japan, and the launch of a new industry economic contribution report. The MPA Seminar featured remarks from Akira Amari, Minister of State for Economic and Fiscal Policy, renowned film director Carlos Saldanha (ICE AGE, ROBOTS, GONE NUTTY, ICE AGE: THE MELTDOWN, ICE AGE: DAWN OF THE DINOSAURS, RIO, RIO 2), Mike Ellis, President and Managing Director, Asia-Pacific Region MPA, Yasushi Shiina, Director General TIFF, Jessica Webster, Minister Counselor Economic and Science Affairs, Embassy of the United States of America, Keisuke Isogai, Vice Secretary General, Secretariat of Intellectual Property Strategy Headquarters, Cabinet Secretariat, and Tomohiro Tohyama, Attorney-At-Law, Partner, TMI Associates.

A lively panel discussion on Protecting Screen Content in the Digital Age, moderated by Tomohiro Tohyama, Attorney-At-Law, Partner, TMI Associates, saw an expert line up of speakers offer commentary on the global practice of blocking infringing websites for

copyright. Masaaki Saito, Chairman & CEO, Recording Industry Association of Japan, spoke of the huge investment in education that has been required to encourage an audience used to seeing music content as 'free' to now pay the true value of that content.

Mike Weatherley, Vice President, Motion Picture Licensing Company (International) Ltd., who acted as U.K. Prime Minister David Cameron's Intellectual Property Advisor, provided a thorough illustration of the UK experience of court-ordered site-blocking. Chris Marcich, President, International, of the MPA, said that the content industries went to some lengths to ensure that the media and public were made well aware of why the content industry wanted ISPs to block access to infringing websites, and the nature of which content would and would not be blocked by the courts.

Adding his viewpoint as a long time Japan-based commercial film and television executive, Marc D. Fuoti, Founder & Managing Partner, Big Picture International, offered that he saw a window of six to eight months where the industry could raise awareness about new site-blocking measures for application in Japan.

The event also saw the launch of a report titled "The Economic Contribution of the Film and Television Industry in Japan". According to the report prepared by Mitsubishi Research Institute, Inc., the industry contributed a significant USD103.1 billion (11,352.5 billion Yen) into the nation's economy in 2014. The sector also supported more than 381,368 full



Moderator **Tomohiro Tohyama** leads panelists including MPA's **Mike Ellis** and **Tom Yoda**, Chairman of the Board, President & CEO of GAGA Corporation.



## CALLS FOR JAPAN TO FURTHER STRENGTHEN MEASURES TO PROTECT CREATIVE CONTENT IN THE DIGITAL AGE MADE DURING MPA SEMINAR AT TIFF (cont'd)

time jobs and generated almost USD8.676 billion (955.3 billion Yen) in tax revenues.



The report was launched with the support of Japan Satellite Broadcasting Association (JSBA), Foreign Film Importer - Distributors Association of Japan (FFIDAJ), Motion Picture Producers Associations of Japan, Inc. (MPPAJ), Japan Video Software Association (JVA), Japan Cable and Telecommunication Association (JCTA), The Association of Japanese Animation (AJA), Japan Association of Theatre Owners (JATO), and the Compact Disc & Video Rental Commerce Trade Association of Japan (CDV-J).■

**Left:** Marc D. Fuoti (Founder & Managing Partner, Big Picture International), Masaaki Saito (Chairman & CEO, Recording Industry Association of Japan), Mike Ellis (President and Managing Director, Asia-Pacific Region MPA), Yasushi Shiina (Director General TIFF), Mike Weatherley (Vice President, Motion Picture Licensing Company (International) Ltd), Jessica Webster (Minister Counselor Economic and Science Affairs, Embassy of the United States of America), renowned film director Carlos Saldanha, Chris Marcich, Tom Yoda (Chairman of the Board, President & CEO of GAGA Corporation), Keisuke Isogai (Vice Secretary General, Secretariat of Intellectual Property Strategy Headquarters, Cabinet Secretariat) and Tomohiro Tohyama (Attorney-At-Law, Partner, TMI Associates)



A new report was launched during the seminar entitled "The Economic Contribution of the Film and Television Industry in Japan".



The MPA seminar in full swing.

## NEWLY ESTABLISHED COMMITTEE BY INTELLECTUAL PROPERTY STRATEGY HEADQUARTERS TO CONSIDER SITE-BLOCKING AGAINST INFRINGING WEBSITES

A newly established expert committee: "Next-generation Intellect Fortune System Examination Committee" at the Intellectual Property Strategy Headquarters, Cabinet Secretariat (IPSH, Director General Prime Minister Shinzo Abe) has started its examination on site-blocking against copyright-infringement sites and similar measures. The committee consists of 13 members, who are experts in copyright issues, including university professors,

lawyers and creators. Together, they will consider the following agenda:

1. New business creation and intellectual property system;
2. Handling of information derived from technological innovation;
3. Counter-measures for cross-border copyright-infringement on the Internet.

The committee meetings are scheduled to be held across six dates through to March.■



## SITE-BLOCKING EFFECTIVENESS HIGHLIGHTED DURING COPYRIGHT AWARENESS CAMPAIGN

With the support of the Association of Japanese Animation, JIMCA launched an awareness campaign themed “STOP! Illegal Download” at Comic Market 88 which was held for three days starting from August 14. About 19,000 people visited JIMCA's booth at the market.

Attorney Yo Ota, Professor of Law School,

the University of Tokyo, participated in a mini talk show held at JIMCA's booth and expressed his views that site-blocking against illegal websites is effective for preventing copyright infringement. The event was largely reported and JIMCA's booth received a special feature on the website of the specialized legal magazine “Business Law Journal”. ■



Attorney Yo Ota, Professor of Law School, the University of Tokyo, participated in a mini talk show held at JIMCA's booth



Above & below: Activities at the JIMCA's booth during Comic Market.



## MOVIE CAMCORDING PREVENTION SEMINARS EDUCATE CINEMA STAFF



JIMCA conducted Movie Camcording Prevention Seminars in seven areas around Japan, namely Sapporo, Fukuoka, Sendai, Chiba, Nagoya, Osaka and Hiroshima, from September to November, as part of regional events organized by the Japan Association of Theater Owners (JATO). These seminars reached a total of 245 cinema staff around Japan who provided very positive feedback on the learning experience. ■

Participants of the anti camcording seminar



## 2015 BIFF-MPA FILM WORKSHOP IN BUSAN REVEALS ONES TO WATCH AS NEW FILMMAKER GENERATION COMES UNDER SPOTLIGHT

On October 2 and 3, representatives of the next generation of Korean filmmakers took part in the 2015 BIFF-MPA Film Workshop, involving master-classes, mentoring and a pitching competition at Busan Cultural Content Complex, held in conjunction with the 20th Busan International Film Festival (BIFF) 2015.

Two awards were presented to filmmakers competing in the feature film pitch competition in recognition of the high quality of the film projects and presentation skills of the participants.

Taking first place following a difficult judges' decision was Lee Eun Sung for his film *SURVEILLANCE*, a crime thriller in which the lies pile up as a detective attempts to solve a case all the while attempting to avoid incrimination. A recent post-graduate of Film, Television and Multimedia at Sungkyunkwan University, Lee wins 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).

Recognizing the depth of talent revealed during the competition, the MPA awarded the President's Special Recognition Prize to Lee Dong Eun, for his project *PAPER CITY*, a

science-fiction tale wherein two brothers must apply their wits to survive in a near-future world in which every human being is listed on a stock market. Lee, a post-graduate student in the Department of Cinematic Content at Dankook University, will attend the Asia Pacific Screen Awards (APSAs) in Brisbane, Australia, to engage with some of the most talented filmmakers from across the Asia Pacific.

The first day of the workshop involved a comprehensive analysis of the students' new feature film treatments, where established film practitioners worked closely with emerging filmmakers from some of the top film universities across Korea. Mentors included Tom Horton, Lee Hanna (film producer, *TURNING GATE*, *WOMAN IS THE FUTURE OF MAN*, *SECRET SUNSHINE*), Lee Ji Seung (Film Director & Professor, Korean Academy of Film Arts, *AZOOMA*, *NO TOMORROW*) and Kim Yi Seok (Professor, Department of Film Studies, Dong-Eui University).

In the afternoon of the first day, the film workshop was opened up to a wide audience of filmmakers and film lovers to experience two master-classes. The first, from acclaimed Korean director Kim Han Min (2014 box-office smash *ROARING CURRENTS*, *ARROW - THE ULTIMATE WEAPON*, *HANDPHONE* and *PARADISE MURDERED*), revealed candidly how he coped with the ups and downs of his own feature film career.

The BIFF-MPA Film Workshop was hosted by the 20th Busan International Film Festival and the Motion Picture Association, with the support of the Busan Cultural Content Complex and sponsor Busan IT Industry Promotion Agency. ■

*Left:* Representatives of the next generation of Korean filmmakers pose for a photo at the 2015 BIFF-MPA Film Workshop



LEE Yong Kwan, festival director of BIFF, opens the film workshop



Acclaimed Korean director Kim Han Min gives feedback to a student's story pitch.

## MPA-INDUSTRY-GOVERNMENT COLLABORATION FOR DIGITAL CONTENT PROTECTION

During the month of August, MPA Korea organized a movie screening sweepstakes event of FANTASTIC FOUR as a part of the "2015 August Culture Day" which was designated by the Ministry of Culture, Sports and Tourism to be themed around "Promoting the Value of Intellectual Property."

MPA Korea, in collaboration with 20th Century Fox and Korea Telecom (KT), took this opportunity to reinforce the importance of using legitimate content and raise awareness about protecting digital copies by running a Watch-n-Win event on Korea's

No.1 IPTV platform KT's OllehTV from August 17 to 23. OllehTV subscribers who purchased a selected number of Fox titles during that promotional period won a chance to be invited to an IPR lecture focused on "Digital Content Copyright Protection" followed by a private movie screening of FANTASTIC FOUR at CGV Yongsan on August 26 which is the designated "Culture Day."

This "Culture Day" event received extensive media coverage and reached more than 500,000 people through social media. ■

## 117 ROGUE SITES BLOCKED BY THE KOREAN GOVERNMENT IN 2015

Through the biannual site-blocking regime, the Korea Communications Standards Commission (the 'KCSC') has issued site-blocking orders to all Korean ISPs in respect of 117 infringing sites, which include the 23 sites that MPA referred to

the Korea Copyright Commission (the 'KCC') in 2015. The majority of the infringing sites are P2P/torrent sites which make available both Korean and MPAA member studios' content. ■

## ANTI-CAMCORDING TRAINING FOR FRONTLINE CINEMA STAFF IN KOREA

On July 28, MPA conducted an anti-camcording training seminar for frontline cinema staff at the Megabox Dongdaemun theater by utilizing the Korean version of MAKE A DIFFERENCE 4 (MAD4) to prevent illegal camcording incidents. This theater was selected as it had been hit thrice by illegal camcording incidents in 2014.

All participants were very attentive as this is a subject that is rarely discussed by the local cinema management. As some example of success, Korea enjoyed a clean record in 2015 with no camcording incidents forensically matched to the nation. ■

## MALAYSIA

## SOUTHEAST ASIA CONTENT & TECH SECTOR SPECIALISTS LEARN QUALITY CONTENT STILL RULES AT KUALA LUMPUR CONFERENCE

On August 11 and 12, 2015, more than 100 content and technology industry executives from across the region gathered at the Fast Track Southeast Asia 2015 conference (FTSEA Malaysia) to deliberate the latest trends in digital content production and distribution, as well as assess the opportunities and challenges of developing and distributing creative content in the digital age. Organized by the Centre for Content Promotion (CCP), the event was held at the GSC Pavilion, Kuala Lumpur.

FTSEA Malaysia provided the perfect platform for the LA-India Film Council and EY to launch a new report - 'Digital Media Growth Opportunities in India for South East Asian Countries'. The report found, in a nutshell, that there is high consumption of digital media,

especially video content with 'snackable' content consumption driving the growth. OTT and Multi-Channel Network (MCN) platforms are capturing growth in video and music streaming consumption, and there is increased focus on the growth of regional and vernacular content. High-speed broadband and increased Internet penetration have enabled a rapid increase in digital consumption through connected devices. 4G is expected to contribute around 37% of mobile data traffic in India by 2018.

FTSEA Malaysia builds on the successes of FTSEA Singapore and the Digital Future Symposium, which were held in September 2014 and December 2011 respectively. The conference is becoming the leading discussion



## SOUTHEAST ASIA CONTENT & TECH SECTOR SPECIALISTS LEARN QUALITY CONTENT STILL RULES AT KUALA LUMPUR CONFERENCE (cont'd)

forum on how digital economies in Southeast Asia are responding to the digital transition that appears to present media companies with exciting new business opportunities on the one hand, yet undeniably significant challenges on the other.



FTSEA Malaysia is sponsored by the CCP, MPA, Nagravision, Conax AS, IFPI, Japan Overseas Content Distribution Association (CODA), VTL of Vietnam, YES Broadband, Vobile Inc and Viaccess-Orca.

Supporting organizations include: Multimedia Development Corporation (MDeC); National Film Development Corporation, Malaysia (FINAS); CASBAA; Malaysian Screen Industry Association (MSI); LA-India Film Council; Creative Content Association of Malaysia (CCAM); One Stop Music (OSM); VEEDO; Primeworks Studios; Malaysian Mobile Content Provider (MMCP); SGMuso; Yonder Music; Case Creativity; and the Motion Picture Distributors Association (MPDA). ■

Participants fill in the room for Fast Track Southeast Asia 2015.

## SPECIAL FILM APPRECIATION EVENTS HELD BY MSI



On August 6, Malaysian Screen Industry (MSI) organized an industry seminar at the Cathay Cineleisure, e-Curve, attracting about 80 college students from the Kuala Lumpur Metropolitan University College (KLMUC). Multiple award-winning Malaysian film director, Anwardi Datuk Jamil was invited to speak at the event, giving advice and guidance to the students from KLMUC. After the event, guests were treated to the film premiere of FANTASTIC FOUR.

On July 9, in conjunction with the month of Ramadan, a 'break fast' dinner followed by a screening of the movie TERMINATOR: GENISYS was held at the Cathay Cineleisure, The Curve Damansara. It was attended by creative industry representatives who have been working together with MSI on initiatives to combat online piracy. The event was also opened up to students and the wider public. ■

Award winning Malaysian film director, **Anwardi Datuk Jamil** speaking to students from KLMUC

## 18,639 INFRINGING DVDS DESTROYED IN MDTCC'S EXHIBIT DESTRUCTION CEREMONY

On September 29, Ministry of Domestic Trade, Consumerism and Cooperative (MDTCC) Kuching branch organized an exhibit destruction ceremony to destroy a total of 18,639 infringing DVDs, VCDs and CDs valued at RM186,390 (USD44,378).

MDTCC Kuching Director, Datuk Stanley Tan said that the optical discs were seized during 34 operations conducted this year at night markets, warehouses and shopping complexes. ■

## 60 BURNERS & MORE THAN 55,000 DVDS SEIZED DURING RAID IN MALAYSIA



Equipment and DVDs seized during the raid.



On October 10, a team of enforcement officers from the Ministry of Domestic Trade Co-operatives and Consumerism (MDTCC) raided a terrace house at Taman Sri Timah, Balakong Selangor after receiving a tip-off from an informer.

On entering the premise, they found 60 DVD burners in 6 towers and a total of 55,430 pirated DVDs including a variety of titles. Among those found were THE AMAZING SPIDERMAN 2, THE BOY NEXT DOOR, FANTASTIC FOUR, PACIFIC RIM, INTERSTELLAR, JACK REACHER and FAST AND FURIOUS 6. Two suspects found in the premises during the raid were arrested for further questioning. ■

## NEW ZEALAND

### NEW ZEALAND COMPLETES REVIEW OF PRODUCTION GRANTS

In July, New Zealand's Ministry of Business, Innovation and Employment (MBIE) completed their review of the 'New Zealand Screen Production Grant' (NZSPG), which was introduced in April 2014, combining together two existing grants – the Screen Production Incentive Fund (SPIF) for New Zealand productions and the Large Budget Screen Production Grant (LBSPG) for international productions. The Review was undertaken in March, following which MPA liaised with local and regional studio executives who chose to participate. As a result of its review, the MBIE has decided to implement a small number of material changes to the criteria for both the domestic 'NZSPG New Zealand' grant and the 'NZSPG International' grant. They are as follows (excerpts from the full report):

1. For the International Grant:
  - A reduction in the qualifying expenditure threshold for the PDV Grant from \$1 million to \$500,000, in order to stimulate demand for post-production and smaller visual effects companies.
2. For the New Zealand Grant:
  - An increase in the qualifying points threshold for Significant New Zealand

Content for television and other non-feature film productions, in order to align with the threshold for feature films

- A new requirement for television and non-feature film productions to meet a 10 per cent market attachment threshold
- A new provision to allow children's drama productions to access both NZSPG and other screen agency funding, to support increased production in this area
- A limit on the amount of funding available for stock or archive footage to ensure grant funding is provided only to productions which further the grant's cultural and industry development objectives. ■



## MPA-KFF FILM WORKSHOP ADDRESSES HOW TAIWAN'S EMERGING FILMMAKERS CAN BEST MONETIZE AND PROTECT THEIR CREATIVE WORKS

On October 29, representatives of the next generation of Taiwan's filmmakers took part in the 2015 Motion Picture Association (MPA) Film Workshop, involving masterclasses and panel discussions on how best to monetize and protect films and television programs at the White Rabbit Visual Effects, Pier-2 Art Center, held in conjunction with the 15th Kaohsiung Film Festival (KFF) 2015.

The Film Workshop kicked off with a masterclass presentation by Executive Producer Marcus Gillezeau, Managing Director of Pavilion Entertainment and Finance, best known for producing high profile projects for TV and film including STORM SURFERS

3D and SCORCHED. A specialist in all-media development, production and delivery across all platforms, Marcus presented a thoroughly engaging and practical session on "how to maximize the value of your film or television IP", noting that when his company made and released STORM SURFERS 3D, they had their team "monitor and manually shut down any pirate version" on a daily basis, managing to "hold off the piracy long enough to get a reasonable income. After two years of managing the piracy, we had sold most of our global rights and could finally relax."

This was followed by a panel discussion on pitching and selling your project, involving Marcus Gillezeau, Hong Kong director Lee Lik-Chee (FLIRTING SCHOLAR, FROM BEIJING WITH LOVE, GOD OF COOKERY, KING OF COMEDY and NEWS RELEASE SHAOLIN SOCCER), and two directors from Taiwan – Chu Yu Ning (MY DEAR GRANNY, LIKE A HERO, MY WHISPERING PLAN and many television shows including the recent YOUTH POWER and YOU LIGHT UP MY LIFE) and Ray Chang (STEP BACK TO GLORY, ETERNAL LOVE), and moderated by Stephen Jenner, Regional Director of Strategic Communications and Third Party Outreach, Asia Pacific, MPA. The compelling idea that emerged from this session – which included demonstrations of actual pitches – was that prove – in very short order – why your story must be made.

In the afternoon session, Michael Schlesinger moderated a session featuring film directors Lee Lik-Chee and Ray Chang, joined by Mindy Lee, Vice President Fox International Channels Taiwan, and Grace Shao, Intellectual Property lawyer with Baker & McKenzie, Taiwan, on "Global Benchmarks for Effective Creative Content Protection." This discussion weaved from concerns of the creator over stolen ideas and how to protect them, to concerns about infringing websites targeting Taiwan from abroad, and what can be done about it. ■



TISF's Jonathan Chu presents first prize to winner of Kaohsiung Film Festival short film competition.



Participants of the film workshop gather for a photo with judges and panelists.

## 108 BURNERS & 38,000 PIRATED DVDS SEIZED DURING RAID IN TAIWAN

On November 26, TISF and the Criminal Investigation Brigade (CIBr) jointly raided a pirate DVD lab in Taichung City. 38,000 pirated DVDs and 108 DVD burners were seized. Infringing titles include some that

were still showing in theaters at the time e.g. MAZE RUNNER: SCORCH TRIALS, INSIDE OUT and HITMAN: AGENT 47. ■

### MPA PARTNERS SGIFF ON CREATIVE RIGHTS PANEL

On December 5, MPA partnered the Singapore International Film Festival (SGIFF) to organize a seminar entitled 'The Independent Filmmaker's Creative Rights Toolkit'. Participating panelists include Lee Thean-Jeen - filmmaker/managing director, Weiyu Films, Norman Halim - President/Group CEO, KRU Group, Sheila Timothy - Founder,

Lifelike Pictures, and Michael Schlesinger - Vice President and regional legal counsel, MPA. The audience was treated to an engaging discussion on the various challenges faced by filmmakers in a constantly evolving digital and media world, and ways to distribute, monetize and protect creators' content. ■

## THAILAND

### ADVANCED INTERNET INVESTIGATION TRAINING IN THAILAND

On November 18 and 19, MPA-Thailand organized the 'Advanced Internet Investigation Training' session for law enforcement officers at the Department of Intellectual Property (DIP) to enhance technical skills for officers to combat online piracy. There were 25 law enforcement officers from Economic Crime Division, Cybercrime Unit, Department of Special

Investigation, Public Prosecutors, DIP's officers, and private sectors. The Deputy Department General Mr. Thosapone Dansuputra commented that the training was a great opportunity for law enforcement officers to have a better understanding on what is the internet, how to investigate online piracy, set top box, and what evidence is needed in the court process. ■

### ISPS LIABILITY IN COPYRIGHT LAW DISCUSSED IN THAILAND

On November 24, the Department of Intellectual Property (DIP) organized a seminar on 'ISPs' Liability in Copyright Law: How ISPs Can Cooperate, Safely, without Liabilities' with 80 participants from ISPs, IP lawyers, law enforcement representatives

and rights holders including CAT, MPC and True Visions. Associate Professor Dr. Pinai Na Nakorn, School of Law, Thammasart University, presented a lecture on the new copyright law. ■



### BOOK PRIZE PRESENTED TO STUDENT

On August 30, MPA presented a scholarship to the top scoring student Pattanut Wimolkeij in IP law at School of Law, Chulalongkorn University. ■



## MAJOR STREAMING SITE HAYHAYTV.VN TAKEN DOWN

MPA's referral to the Ministry of Information and Communications resulted in an administrative sanction on Hayhaytv.vn, one of the major rogue sites in Vietnam. The operators behind the major streaming

website were fined VND 60 million and forced to remove all MPAA member studio content from the site in September. ■

## COPYRIGHT HIGHLIGHTED DURING AUTUMN MEETING IN DA NANG

For the third consecutive year, the MPA has supported the Autumn Meeting, an important activity of emerging filmmakers in Da Nang. The MPA presented a prize 'Short Film for the Future' to Le Hoang for his project titled 15 DEAD PEOPLE. As a part of the whole program, a copyright workshop – developed and run by MPA – was welcomed by filmmakers and producers who are new to copyright issues. The copyright workshop is considered a significant activity in the Autumn Meeting.

Investigation, Public Prosecutors, DIP's officers, and private sectors. The Deputy Department General Mr. Thosapone Dansuputra commented that the training was a great opportunity for law enforcement officers to have a better understanding on what is the internet, how to investigate online piracy, set top box, and what evidence is needed in the court process. ■

Emerging filmmakers in Da Nang gather at the Autumn Meeting.





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