



NEWS RELEASE

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

Screen community leaders say legislation needed to set Taiwan on course for innovative and creative future

KAOHSIUNG/SINGAPORE: 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 shows, at The White Rabbit Visual Effects, Pier-2 Art Center, held in conjunction with the 15th Kaohsiung Film Festival (KFF) 2015.

Opening the film festival, Mr. Shih Che, the Director General of Kaohsiung Bureau of Cultural Affairs, said, "The Kaohsiung Government is supportive of the Kaohsiung Film Festival connecting with the international film community. We welcome the involvement of the Motion Picture Association and recognize that while the film festival is a perfect way to celebrate the new work of emerging filmmakers, it is important that we raise awareness of the need to value copyright and effectively protect valuable intellectual property."

Opening the MPA Film Workshop, Michael Schlesinger, Vice President and Regional Legal Counsel, Asia Pacific, MPA, noted the hope of working with the Kaohsiung Film Festival "to build a healthy screen community here in Taiwan," followed by remarks given by Kris Kvols, Economic Officer, American Institute in Taiwan (AIT), who stressed the theme of the Festival as IPR protection on the Internet.

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 the 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

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 you must make an emotional connection and 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 primarily infringing websites targeting Taiwan from abroad, and what can be done about it.

Director Ray Chang said, “You have to ensure you own the underlying rights to your project. You have to protect yourself. Then you can feel safe to market your ideas. Artists want a healthy robust law, but as artists, we can only promote the idea of good legislation.”

On responses to online copyright piracy in Taiwan, Michael Schlesinger pointed to a 2014 Sycamore Research report indicating Taiwanese consumers understand that downloading or uploading from primarily infringing sites is illegal, noting that to improve the situation, consumers understand the law should be strengthened.

Mindy Lee said, “We find that many of the top titles are available illegally online [in Taiwan] before we are able to program them on our cable TV network. ...Here we don’t have the legislation to support our industry.”

Grace Shao discussed approaches in other jurisdictions, noting that in the United Kingdom, the High Court found evidence that the Newzbin site was flagrantly infringing copyrighted works, and therefore, access to the site should be disabled. She noted, “we can learn from other countries.”

In 2014, [Sycamore Research and Marketing](#) surveyed Taiwanese netizens aged between 18-59 to find out their views on film, television and music piracy, how many netizens illegally download, why they download and what are netizens views on what the government and community could do to deter online piracy. The research found that 81% agree that piracy is stealing; 69% agree that piracy leads to job losses in the creative industries in Taiwan; 74% agree that piracy damages Taiwan’s creative industries; 67% agree that the internet needs more regulation; and 63% agree with court sanctioned site-blocking of foreign websites that profit from piracy. It also found that almost three quarters – 73% – of Taiwan’s population have participated in piracy in some way, and 89% of netizens say they illegally download because it is free.

See images from the event [here](#).

In 2014, the MPA launched the *Oxford Economics Economic Contribution of the Film and Television Industry in Taiwan, 2013*. The key findings of the report includes:

1. The film and television industry contributed US\$543 million (NT\$16 billion) in tax to the local economy.
2. The film and television industry supported 113,800 jobs.

A copy of the Report is available [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

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

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