



NEWS RELEASE

For Immediate Release

June 16, 2015

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

SHANGHAI/SINGAPORE – The strong and growing partnership between the American and Chinese film industries was the focus of Motion Picture Association of America (MPAA) Chairman and CEO Chris Dodd during speaking engagements at the 18th Shanghai International Film Festival (SIFF) this week.

Delivering opening remarks at the 2nd *Film Industry Value Chain Development Forum*, presented in partnership with the Shanghai Theatre Academy (STA) and SIFF, Senator Dodd said that the dynamism of the film industry, especially in conjunction with the technology industry, has stimulated extraordinary growth and successes which have surprised even the most optimistic stakeholders: “Today’s discussion takes place against a backdrop of sustained growth for China’s film industry, where, according to market statistics, this year’s first quarter was up 42% compared to the same period in 2014. That comes out to RMB9.7 billion (USD1.5 billion) versus RMB6.9 billion (USD1.1 billion).” The innovation demonstrated by the movie business working hand in hand with the Internet sector, said Senator Dodd, would, “... help develop a more valuable relationship between our industries and consumers, which bodes well for everyone.”

The 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.

Han Sheng, President of STA, said, “First of all, we are very grateful for Senator Chris Dodd’s congratulations on the 70th anniversary of the Shanghai Theatre Academy. As one of the most important art academies in China, we are committed to talent cultivation and movie technology innovation. “Internet” and “film industry” are key buzzwords intertwined with the current economic development in China. The 2nd *Global Film Industry Value Chain Development Forum* focuses on film industry development in the *Internet+* era. We believe we can gain a more clear understanding of global film

industry patterns through this forum, and that the Shanghai Theatre Academy can play a constructive role in this exchange in the future.”

Hu Jinjun, Director General, Shanghai Municipal Administration of Culture, Radio, Film and TV, said, “The development of the film industry is a global hot topic. Shanghai is actively integrating the film industry with the internet industry, giving full play to the advantages of regional culture, promoting the development of Sino-foreign co-productions, and constantly optimizing Shanghai’s film industry business. The MPA has long been committed to the exchange between the Chinese and the U.S. film industries, and I believe the Global Film Industry Value Chain Development Forum will bring fresh viewpoints and opinions for all of us.”

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). Senator Dodd said that copyright underpins the ability of nations to develop and share their culture through the influential medium of film, however creative rights need to be respected: “Only when we have created an environment that promotes innovation and creativity while protecting creators in the digital world can we be certain that these remarkable industries will be able to continue to benefit our cultures and succeeding generations in the same ways that they have done for so long: culturally, socially, educationally, and economically. Working together I know that we will succeed.”

On June 14, the MPA partnered with SIFF and MTime for the American Film Night cocktail 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*).

Introducing Senator Dodd, U.S. Ambassador to China, Max Baucus praised his efforts to protect intellectual property and noted its importance in the film industry: "Strong intellectual property protection gives artists and innovators control of their products. That control provides them incentives to create. Economies around the world benefit from the millions of high-end jobs generated by those creations."

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

Images are 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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