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Promoting and Protecting the Screen Community



MPAA Chairman and CEO **Chris Dodd** delivers keynote address at the Sino-Foreign Film Coproduction Forum of the BJJFF

MPA-BJJFF EVENTS HIGHLIGHT STRENGTHENING TIES BETWEEN U.S. & CHINESE FILM INDUSTRIES

The growing partnership between the American and Chinese film industries was highlighted during an April visit to China by MPAA Chairman and CEO Chris Dodd. Here, Senator Dodd met with government and local screen industry representatives and presented the keynote speech at the Beijing International Film Festival (BJIFF).

On April 17, Senator Dodd delivered an opening keynote speech at the Sino-Foreign Film Co-production Forum of the BJIFF – the first foreign speaker to do so at this annual, high profile event – emphasising the mutual benefit of deeper collaboration between the U.S. and Chinese film industries.

On April 18, Senator Dodd attended the MPA IWC For the Love of Cinema event, a long-established highlight of the Beijing International Film Festival at the Forbidden City, involving more than 250 leading Chinese industry representatives and member studio

executives. Senator Dodd delivered short remarks about the MPA's commitment to film industry exchange programs and presented the MPA Outstanding Young Filmmaker Award to Hong Kong director, Derek Tsang.

During the Festival, the MPA hosted a number of activities in partnership with the Beijing Film Market (BFM), including the annual MPA-BFM Film Workshop.

Yang Shuo, Director General of Beijing Municipal Bureau of Press, Publication, Radio, Film and Television and Jiang Ping, President of China Film Co., Ltd., delivered opening remarks.

Programme panelists included Richard Fox, EVP, International, Warner Bros., Entertainment, Bao Ran, CEO of E-movie, Tiger Hou, Entgroup partner, and Hellen Chen, Enflux partner, among others.

A number of panel discussions were hosted

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MPA-BJIFF EVENTS HIGHLIGHT STRENGTHENING TIES BETWEEN U.S. & CHINESE FILM INDUSTRIES (cont'd)



throughout the event, including a panel on Best Practices in Filmmaking, featuring Warner Bros.' Richard Fox in conversation with Cary Cheng, Assistant to the President of Wanda Culture Group, Vice General Manager of Wanda Media, Andrew Lazar, Producer AMERICAN SNIPER, Chantal Nong, VP Feature Development and Production, Warner Bros. Pictures, Tao Kun, Producer CFK Pictures, Shan Tam, Producer FINDING MR RIGHT, and Lionel Wigram, Producer HARRY POTTER film series and FANTASTIC BEASTS AND WHERE TO FIND THEM; a panel discussion on Revenue Sources and Business Models for Web Movies; and a third panel discussion on The Characteristics of Web Movie Content Production, were each well received.

The MPA-BFM feature film pitching competition was won by Zhang Chi and Zhu Jie for their film COSPLAY. The two will attend a five-day film immersion course in Los Angeles in November. Zhang Hansheng was awarded the President's Special Recognition Prize for his film FOREST OF TUMOR, winning a trip to the Asia Pacific Screen Awards in Brisbane, Australia, in November. ■

Top left: MPA-BFM Film Workshop judges & winners

Left: Panellists share insights on Best Practices in Filmmaking

MPA & APSA ANNOUNCE LAUNCH OF 2017 FILM FUND

During the film workshop, the Asia Pacific Screen Awards (APSA) and its Academy, and the Motion Picture Association (MPA) Asia Pacific officially renewed their successful partnership, announcing the eighth round of the MPA APSA Academy Film Fund open for submissions.

The MPA APSA Academy Film Fund was created to support - at script stage - new feature film projects originated by APSA Academy members and their colleagues across Asia Pacific. The fund awards four development grants of US\$25,000 annually. The 8th round of the Fund will bring the total number of projects funded to 32. The recipients of the grants will be announced during the 11th Asia Pacific Screen Awards Ceremony on Thursday 23 November 2017 in Brisbane, Australia.

A snapshot of MPA APSA Academy Film Fund success stories illustrates the level of success achieved by the Film Fund to date:

- Kazakh filmmaker and 2010 recipient, Sergey Dvortsevov (Tulpan), is currently in production on his film AYKA (MY LITTLE ONE).
- The first completed film originating from

the inaugural round of the Fund in 2010 was Asghar Farhadi's A SEPARATION which went on to win over 100 awards internationally including an Oscar®, Golden Globe®, Golden Bear and APSA for Best Film.

- 2011 Fund recipient Maryam Ebrahimi's NO BURQAS BEHIND BARS was recognised 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 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 and at the MPAA headquarters in Washington and was Iraq's official submission for the 88th Academy Awards® for Best Foreign Language Film.

- Completed MPA APSA Academy Film Fund projects A SEPARATION, NO BURQAS BEHIND BARS and MEMORIES ON STONE have received

MPA & APSA ANNOUNCE LAUNCH OF 2017 FILM FUND (cont'd)

special screenings at the MPAA headquarters in Washington D.C..

The 4th US-China Film and Television Expo also announced their events for 2017. The organisation will hold the UCFTI Expo in Los Angeles from October 19-20 and the 2nd Golden Screen Awards, in partnership with the MPA, China Film Coproduction Co. and the Hollywood Reporter on October 29. The U.S. China Film Summit will be held October 30-31. ■

AUSTRALIA

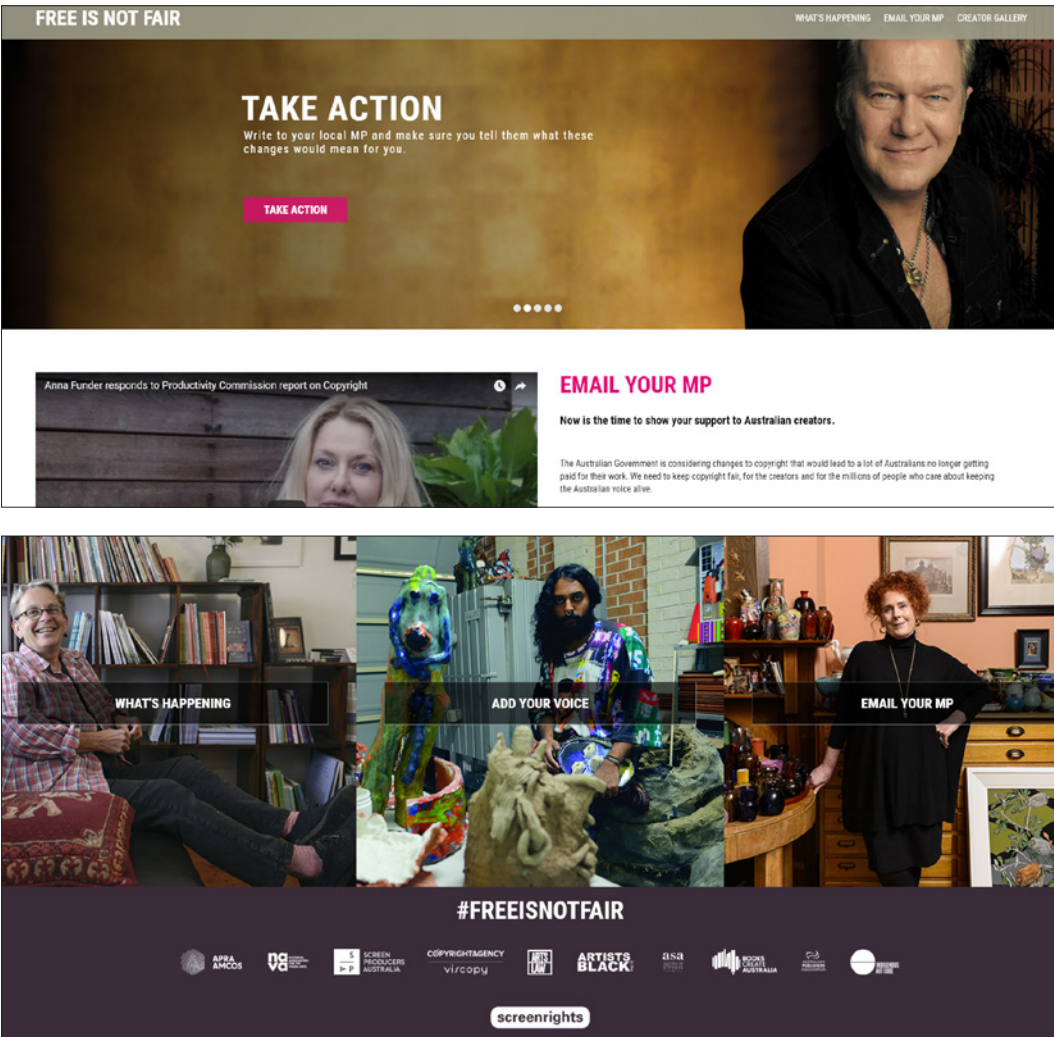
CREATIVE COMMUNITY LAUNCHES 'FREE IS NOT FAIR' CAMPAIGN

The Australian Screen Association, together with a broad coalition of rights holders, led by statutory licensing body Copyright Agency, is awaiting the Government's formal response to the Productivity Commission's report into Intellectual Property. One of the hotly debated issues is Fair Use. The rights holder coalition has responded with a number of Open Letters, including one signed by Australia's leading Aboriginal artists across all creative sectors, and one by Australia's leading screenwriters. Now the Copyright Agency has taken the fight directly to politicians – orchestrating a letter-writing campaign to Members of Parliament – via the Free Is Not Fair website. The Free is not

Fair campaign calls on the Federal Government and parliament to reject changes to Australian copyright laws proposed by the Productivity Commission.

The campaign and advocacy website have been created by the Copyright Agency | Viscopy in partnership with APRA AMCOS, Screen Producers Australia, Australian Society of Authors, Australian Publishers Association, Books Create and the National Association for the Visual Arts. The initiative is also a response to a recent and misleading Wikipedia campaign that has encouraged the Australian public to call for the watering down of copyright. ■

Right: Screen grabs of the Free Is Not Fair website



SITE-BLOCKING FOR COPYRIGHT VIEWED AS STATUS QUO

With a number of cases for blocking pirate websites now successfully adjudicated by the courts, media reporting on the issue appears to have addressed the myths and misinformation once surrounding the debate, and appears factually straightforward. On Wednesday, May 10, Judge Nicholas heard the second site-blocking application, involving 41 infringing domains from Village Roadshow and the MPAA member company studios.

Following the successful court case in 2016, the orders sought by MPA are now uncontested, with the ISPs not appearing before the courts to contest these. As such, the focus was squarely on demonstrating that the primary purpose of the target sites was the facilitation of copyright infringement. After a 2.5 hour hearing, the judge reserved his decision, and stakeholders are awaiting a verdict following the review of supporting materials. ■

VISIT BY JONATHAN TAPLIN HIGHLIGHTS MARKET DISTORTION CAUSED BY SAFE HARBOURS

On April 21, Mitch Fifield, Minister for Communications & Arts, announced further consultation on the Government's proposed expansion of Safe Harbours, after removing it from the Copyright Amendment (Disability Access and Other Measures) Act 2017, which – excluding the Safe Harbour expansion – was passed on June 15.

In May, ASA supported News Corp's hosting of a visit to Australia by Professor Jonathan Taplin, who met with Government and industry to highlight the market distortion caused by Safe Harbours in the USA, and

the possible implications of expanding safe harbours in Australia. Prof. Taplin took part in a number of media interviews. The Content Café posted a review of Jonathan Taplin's presentation to government and industry in Australia – 'Time to Rein in the Tech Giants', alongside Hugh Stephens' blog Jonathan Taplin's 'Move Fast and Break Things: A Sombre Warning - And a Call for Action'.

The ASA is coordinating a visit by Dr George Ford in the second half of the year to coincide with the expected introduction of revised Safe Harbours legislation. ■

EMERGING DIRECTOR TALKS PROCESS AND PROTECTING CONTENT FOLLOWING TROPFEST WIN

On February 11, the MPA and the Australian Screen Association continued their long-standing support of emerging Australian filmmakers at Tropfest Australia - the world's largest short film festival - by providing First Prize winner Matt Day with a five-day film

immersion course in Los Angeles.

Winning film THE MOTHER SITUATION Situation tells the comedic story of three adult siblings who assist their terminally ill mother to commit suicide. It was screened to a crowd of nearly 40,000 people in Parramatta, broadcast

Below: (From L to R) George Miller, Sam Neill, Bruna Papandrea, Rose Byrne, Tropfest winner Matt Day, John Polson, Rachel Perkins & Will Gluck



EMERGING DIRECTOR TALKS PROCESS AND PROTECTING CONTENT FOLLOWING TROPFEST WIN (cont'd)

nationally on Channel Eleven and screened globally on Red Bull TV.

Matt Day followed up his win by penning a piece entitled 'The Tropfest Booster-Shot on My Short Film Learning Curve', reflecting on the lessons learned from writing, directing,

producing and starring in, his award-winning short, and his hope for an improved awareness of the value of filmmaking by audiences.

More than 1.6 million people have attended a Tropfest event since it was established in 1993 by Founder and Chair, John Polson. ■

CHINA

MPA PARTNERS BEIJING AMERICAN CENTER TO HOST 88TH ACADEMY AWARDS CELEBRATION

On February 29, MPA supported the Beijing American Center to celebrate the 88th Academy Awards, contributing trailers for the nominated movies and movie memorabilia to aptly decorate the venue for the reception. The event brought together over 200 Chinese and U.S. film industry representatives, U.S. Embassy officials, industry insiders and movie fans.

William Feng, MPA Head of Greater China and Vice President Asia Pacific, delivered opening

remarks that touched on the large number of Oscar-winning films made by filmmakers outside of the United States, and the phenomenal growth the Chinese film industry has experienced in the last few years. Feng also underscored the important goals achieved via MPA's strong working relationship with the local industry, not least the successful release of popular American movies that contributed to box office growth and the transformation of the global film industry. ■

CNY YEAR-END RECEPTION CELEBRATES CHINA FILM MARKET ACHIEVEMENTS

On January 10, MPA hosted a Chinese New Year year-end reception in Beijing that voiced attendees' hopes for fruitful co-operation between the China and U.S. film industries. More than 150 Chinese and international filmmakers and celebrities joined representatives from MPA member companies to celebrate MPA's contributions to promoting copyright protection, U.S.-China co-operation and co-productions; and committed to building a dynamic platform for international exchange from within China.

Mike Ellis, President & Managing Director, Asia Pacific, MPA, gave the opening remarks. He was joined by Jiang Ping, General Manager of China Film Co., Ltd and Ming Zhenjiang, Executive Director of China Film Producers' Association.

Influential guests included Jack Gao, Group Vice President and CEO of International Investments and Business Development for Wanda Group; Ye Ning, CEO of Huayi Brothers Pictures; Miao Xiaotian, President of China Film Co-Production Corporation; and Tang Zhaozhi, Deputy Director-general of NCAC. ■

Right: Representatives from government, industry & MPA member companies gathered at the Chinese New Year reception hosted by the MPA



FILM FINANCING THE HOT TOPIC DURING SHANGHAI INTERNATIONAL FILM FESTIVAL

The MPA hosted and participated in a number of events in coordination with the Shanghai International Film Festival in June.

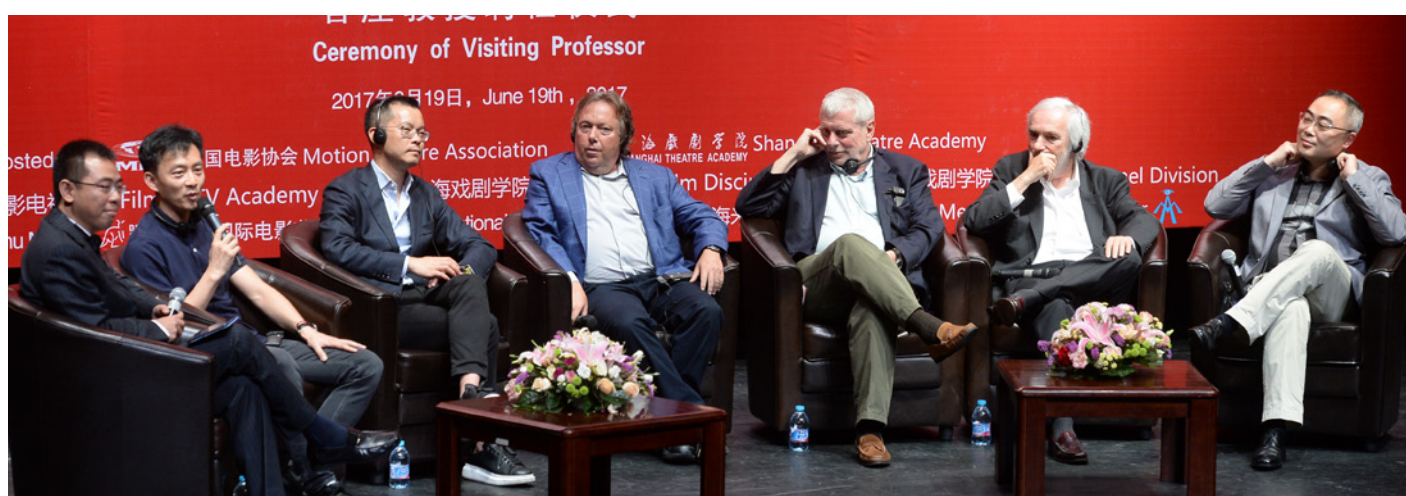
MPA's Mike Ellis participated in an international forum on copyright organised by the World Intellectual Property Organization and the National Copyright Administration of China, speaking on the subject Copyright and Film in the 21st Century: Laws, Policies and Technologies.

Now in its fourth year, the Film Industry Value Chain Development Forum, presented by the Motion Picture Association (MPA) in partnership with the Shanghai Theatre Academy (STA) and SIFF, has become established as a platform for cutting edge ideas powering the future growth of the Chinese film industry. Focusing on this year's theme Financing China's Film Industry – In Search of a Roadmap, participants discussed development and trends in the marketplace and offered solutions on film finance-related

issues. Panelists included: Bao Ran, CEO of eMovie; Richard Gelfond, CEO of Imax Corp.; Sammo Hung, Hong Kong Film Producer, Scripwriter, Director and Actor; Andre Moragan, Oscar-winning Producer; Stephen Scharf, Partner and Co-Chair of Entertainment Sports and Media Practice Group, O'Melveny & Myers LLP; Ya Ning, Senior Vice President of iQiYi & President of iQiYi Pictures; Jerry Ye, CEO of HuaYi Brothers; and Zhang Wei, President of Shanghai Oriental Pearl (Group) Co.

The MPA also jointly hosted the American Film Night, and participated in the Winston Baker Keynote Conversations, where Mike Ellis opened the forum by sharing insights into the growth of the Chinese film industry. The events were covered for the Chinese audience by our social media website Screen Traveler and various blogs, including one by Chinese film critic Raymond Zhou, and Winston Baker's Emily Vogel for English-speaking audiences. ■

Right: Film Industry Value Chain Development Forum



Above: Film Industry Value Chain Development Forum

PROMOTING INTELLECTUAL PROPERTY RIGHTS TO MOVIE MARKETING COURSE STUDENTS

In February and March, on invitation from the Movie Producers & Distributors Association of Hong Kong (MPDA) and the Caritas Institute of Higher Education, HKISA participated as one of the guest speakers at seminars for students taking the Advanced Certificate in Motion Picture and Television

Distribution and Marketing Course. During the seminars, Sam Ho promoted the importance of IPR, content protection, IWL initiatives and site-blocking measures. ■

Below: Guest speakers pose for photos with students at the Caritas Institute of Higher Education



FILMART 2017 PROVIDES SHOWCASE FOR CO-PRODUCTION & CONTENT PROTECTION INITIATIVES

In March, the MPA participated in a number of events in partnership with the Hong Kong International Film & TV Market (Filmart). The market is one of the largest in Asia and provides an important platform for our organisation to engage with the film distribution and sales agency sector.

During the three day market, our local programme HKISA hosted a market book, where our MPA representatives met with many of those attending the event. We used the opportunity to raise awareness about the opportunity to establish an Infringing Website List (IWL) scheme for Hong Kong.

On March 14, HKISA co-organised a market forum 'Belt and Road: Movie & Business Infinity' with the Movie Producers and Distributors Association of Hong Kong

(MPDA). The forum included directors from Iran, Singapore, Malaysia, Hong Kong, Macau, who shared their knowledge, experience and insights into making and promoting movies in Hong Kong and mainland China.

On March 16, William Feng participated on the China Daily Asia Leadership Roundtable panel - Sino-Foreign Co-produced Films Summit where more than 250 delegates from the movie industry were in attendance. Other prominent speakers include Teddy Chen, a prominent Hong Kong film director; Amy LIU, Partner, EntGroup; CT YIP, Executive Director, Media Asia Group Holdings Limited & CEO, Lai Sun Group; YA Ning, Senior Vice-President, iQIYI and CEO, iQIYI Motion Pictures; Chen Yiqi, Chairman, Sil-Metropole Organisation Ltd; Ann AN, Chairman,

FILMART 2017 PROVIDES SHOWCASE FOR CO-PRODUCTION & CONTENT PROTECTION INITIATIVES (cont'd)

Desen International Media; Dagan Potter, Production Lead, Oriental Dreamworks; William Pfeiffer, Executive Chairman & Co-Founder, Globalgate Entertainment; and MA

Runsheng, Former President, China Radio, Film and Television Program Exchange Center & Vice-President, China Television Drama Production Industry Association. ■

Right: The China, Hong Kong and Taiwan delegations at FILMART 2017



Right: Local movie producers and celebrities visit HKISA's booth at FILMART 2017



Above: Forum speakers pose for a photo at the China Daily Asia Leadership Roundtable panel

SPECIAL IPR AWARENESS SCREENING HELD FOR GUANGDONG COPYRIGHT BUREAU DELEGATION

On May 19, HKISA supported an IPR awareness screening co-organised by the Hong Kong Customs and Excise Department (C&ED), the Intellectual Property Rights Protection Alliance (IPRPA) and the Intellectual Property Department (IPD). The event promoted respect for IPR, developing awareness for the value of intellectual property amongst young people,

and the effectiveness of establishing an Infringing Website List in HK. THE FLAME OF CREATION and winning videos of the 2016 HK Heart Short Video Competition were screened during the event. The screening was attended by a 26-strong delegation led by the Guangdong Press, Publication, Radio, Film & Television Bureau (Copyright Bureau), including officials of the Zhongshan City Cultural Broadcasting Press and Publication Bureau (Copyright Bureau), along with secondary school students and teachers from Zhongshan City. ■

Bottom left: Attendees of the IPR awareness screening

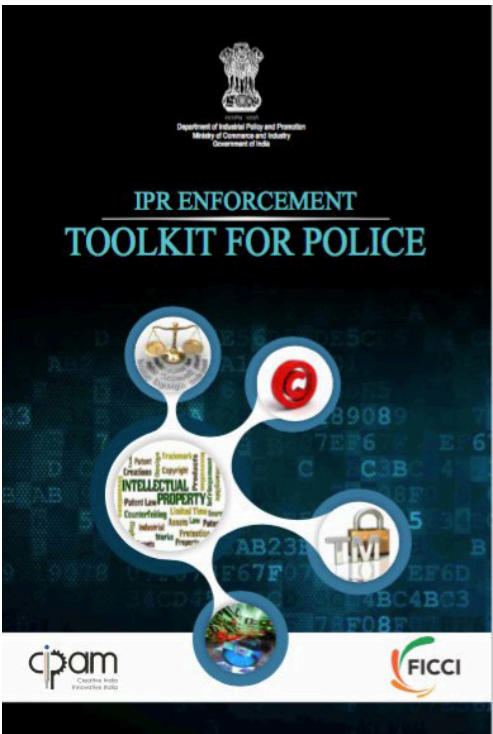
Bottom right: Still image from "The Flame Of Creation"



FILM INDUSTRY SUPPORTS LAUNCH OF IPR ENFORCEMENT TOOLKIT FOR POLICE

Since the rollout of the National IPR Policy, the MPA has engaged with multiple local industry partners, as well as the USPTO and the UKIPO, to promote policy objectives in favour of the media and entertainment

industry. In January 2017, the Commerce and Industry Minister, Nirmala Sitharaman, launched India's first Copyright Enforcement Toolkit for Police. MPDA, in association with FICCI, Star India and local counsel worked with the Cell For IPR Promotion and Management (CIPAM), Department of Industrial Policy and Promotion (DIPP) to develop the toolkit. The toolkit acts as a ready reckoner for police officials across India in dealing with copyright, trademark and counterfeiting crimes, and will be utilised during sensitisation programmes conducted for police officers across the country. In addition to details of offences under various laws, it provides a checklist for registering a complaint and conducting search and seizures. It also lays down general guidelines for search and seizure in case of IP crimes. The initiative attempts to solve the biggest challenge we have been facing in the area of IP enforcement, which is a lack of uniform procedures and awareness of relevant statutes for IP enforcement and investigation across the country. ■



Left: IPR enforcement toolkit

STRONGER CONTENT PROTECTION MEASURES KEY TO EFFECTIVE MONETISING OF CONTENT

On January 12, 2017, MPA, along with leading content companies such as Sony Pictures, India, participated in a panel discussion on Emerging Trends in Online Piracy at Global Content Bazaar, India's first international content market held at the World Trade Centre, Mumbai. The event was supported by the Film Federation of India (FFI) and the Indian Council of Impex for Film and TV Programmers. MPA highlighted the need for a robust legislative and enforcement framework so that content can be better monetised. Launched in 2017, as an annual event, almost 70 companies participated in the event this year, from China, Malaysia, Thailand, Singapore, Netherlands, UAE, Turkey, France, Austria, Russia and India. A new FICCI report entitled Badvertising -

When Ads Go Rogue was presented during a panel discussion entitled, Decoding the Pirate Economy in an Interconnected World - from Noise to Action. The report focused on the emergence of a pirate economy in India where it was estimated that large pirate networks can generate between \$2-4 million p.a. and medium and small pirate websites can generate up to \$2 million annually. The panel featured speakers from member companies - Viacom 18, Star India and Rajkumar Akella from Telugu Film Chamber of Commerce. The reach of the report was amplified in a blog by Rajkumar Akella via a number of commentary websites.

From March 21-23, 2017, the LA India Film Council also supported key deliberations in support of copyright strengthening and industry growth drivers in the digital era at the 2017 FICCI FRAMES. Discussions by industry experts focused on IPR as a driver for innovation in a digital world, the impact of high risk advertising on India's content industries, India's much needed overhaul of the ratings system and digital opportunities for the Indian M&E industry. ■

Left: Global Content Bazaar- Emerging Trends in Online Piracy. (From L-R) Kaushik Roy, President Brand Strategy & Marketing Communication, Reliance, Jio; Uday Singh, Managing Director, Motion Picture Dist. Association (MPDA); Vishnu Patel, CEO, Special Projects, UFO Movies; Vivek Krishnani, MD, Sony Pictures Entertainment India



Above: Own, Convert, Protect! Intellectual Property As A Driver of Innovation Growth (From L-R) Ameet Datta, Senior Partner, Saikrishna & Associates; Dr. S. Rama Rao, Senior Advisor, Intellectual Property, Technology Transfer and International Relations, Solstrat Solutions; Benoit Ginisty, Chief Representative, FIAPF; Hank Baker, Vice President, Government Affairs, MPA-I; Thomas L. Vajda, US Consul General; Shridhar Subramaniam, President - India and Middle East, Sony Music Entertainment, Inc.

STRONGER CONTENT PROTECTION MEASURES KEY TO EFFECTIVE MONETISING OF CONTENT (cont'd)



Above: Chasing Viewership In A Digital Paradigm (From L-R) Archana Anand, Head, Digital - India, Z5 Business; Gaurav Gandhi, COO, Viacom18 Digital Ventures; Vikram Oza, Consulting Editor, BTVi Reuters; Jamie Kenny, Business Head - Digital, BARC India; Uday Sodhi, EVP and Head - Digital Business, Sony Pictures Networks India



Above: Censorship Woes: M&E's Battle Against Thousand Cuts (From L-R) Shyam Benegal, Director and Screenwriter; Tanmay Bhat, Standup Comedian & Co- Founder, AIB; Anupam Sharma, Producer/Director/Actor, Advisor Indian Cinema & Media Sectors, An Australia Day Ambassador; Ashish Sinha, Secretary General, Broadcasting Content Complaints Council; Vishesh Bhatt, Writer, Producer, Director and MD, Vishesh Film

LA INDIA FILM COUNCIL SPOTLIGHTS FILM INCENTIVES TO BOOST FILM TOURISM

On February 21, the LA India Film Council joined a Film Facilitation Consortium, headed by the Film and Television Producers Guild of India (FTPGI), and supported by EY and Travel News Digest, at OTM, India's largest annual travel trade show. Representatives from MPA participated in Shoot-at-Site, an exclusive workshop held at OTM on



film tourism. The workshop focused on promoting tourism through films shoots, facilitating ease-of-doing business and developing film shoot-friendly policies by the Government. The workshop concluded with the signing of a MoU between the State Government of Jammu & Kashmir (J&K) and the local producers (FTPGI) to promote film production in the State. The workshop was attended by several international and state tourism boards, in addition to leading film production companies.

Since its launch in 2012, the LA India Film Council has helped catalyse the creation of India's Film Commission (Film Facilitation office - FFO), in addition to promoting films as a window for Tourism. The FFO's new film shooting guidelines has facilitated single window clearance for foreign film shooting across India. Film tourism and production incentive schemes have been adopted by key states - Uttar Pradesh, Telangana, Rajasthan, Karnataka, Madhya Pradesh and Gujarat. The Council continues to emphasize that a strong production and tax regime will ensure India's competitiveness vis-à-vis the global market, in addition to boosting Film Tourism. ■

Left: Lohita Sujith, Director, Motion Picture Dist. Association (India) heading the session

MAHARASHTRA ANNOUNCES IP CRIME UNIT TO COMBAT ONLINE CONTENT THEFT

On March 21, the Head of Cyber, Government of Maharashtra, announced the institution of an IP Crime Unit in



Maharashtra, similar to TIPCU launched in 2016 modelled on PIPCU, UK. The unit was announced during a panel discussion entitled Decoding the Pirate Economy in Interconnected World: From Noise to Action at FICCI FRAMES 2017. Further to the launch of the Telangana Intellectual Property Crime Unit (TIPCU) in 2016, MPDA worked with the Maharashtra Government and the Film and Television Producers Guild of India (FTPGI) to institute a similar IP crime unit in the State of Maharashtra. Top officials in the Maharashtra Government, including the Chief Minister's office have supported the proposal to create an independent Maharashtra IP Enforcement Crime Unit, which is currently being developed. ■

Left: Special Address given by Brijesh Singh, Inspector General of Police (Cyber), Maharashtra Police

MPA SUPPORTS DIPP'S IPR WORKSHOPS ACROSS DIFFERENT INDIAN STATES

Further to the launch of the IPR for Police in January, 2017, MPA participated in three workshops on *Enforcement of Intellectual Property Rights* in India between April-May 2017, organized by the Cell for IPR Promotion and Management (CIPAM), Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry.

The IPR workshops were focused on key topics such as the *Overview of Copyright - Success Stories and Challenges, Piracy in the Physical and Digital World, Understanding the Social and Economic Impact of Piracy and Inforcement of IPR based on the IPR Toolkit*. MPA highlighted emerging trends in online content theft, the challenge of high-risk advertising and the need to implement

a standard operating procedure for law enforcement through specialised IP Crime Units in states. These capacity building workshops were held in police academies in three states and were attended by over 250 officers from various Indian states. These programmes were supported by local industry including MPA member company - Star India. CIPAM - under the aegis of the Department of Industrial Policy & Promotion (DIPP) and the Ministry of Commerce & Industry, Government of India - is working to ensure effective implementation of the National IPR Policy 2016. Several measures have been taken by CIPAM in association with industry stakeholders to strengthen the IP ecosystem in the country. ■



Above: Bhopal Training with law Enforcement officials from Bhopal, State of Madhya Pradesh. (From L-R) **Lohita Sujith**, Director, Corporate Communications, MPDA; **Aditi Gupta**, Assistant Manager, CIPAM; **Sumit Kapoor**, Project Manager, CIPAM; **Sanjay Naqvi**, Additional DGP, Cyber

INDONESIA

AWARENESS GROWS AS 260 PIRACY WEBSITES BLOCKED

Indonesian authorities have ordered the blocking of a total of 260 copyright-infringing websites for films and television shows since regulations were established in 2015. During that time, the industry has worked to sensitise audiences to the efficacy and proportionality of site-blocking as an effective tool for reducing access to pirate websites and encouraging

people to access content legally. The Government, working closely with industry associations from Japan and Korea, and the MPA, has shared information about content protection measures, including site-blocking, with tertiary and secondary schools throughout Indonesia, while media stories have appeared in the Jakarta Post. ■

NEW ANTI-PIRACY CAMPAIGN ATTRACTS MORE THAN 1.5 MILLION VIEWS

MPA worked with a coalition of local film associations, government departments & exhibitors to launch an anti-piracy consumer campaign in March 2017. The campaign featured the highly-popular Indonesian actor Chicco Jerikho and was directed by leading Indonesian director Angga Dwimas Sasongko. The campaign was hugely supported by local film industry stakeholders and many of the country's

top celebrities. It has been viewed more than 1.5 million times on Instagram and Facebook. The campaign has screened in three major cinema chains over 12 weeks. It has become one of the most effective social media campaigns involving anti-piracy messaging in Asia. ■

Below: Screen grab from anti-piracy campaign trailer featuring Indonesian actor Chicco Jerikho



JAPAN

PRIVACY ISSUES ADDRESSED AT SEMINAR ADVOCATING SITE-BLOCKING MEASURES



Above: Screen grab from an infographic promoting site blocking in Japan

On February 23, our Japanese programme hosted a lecture on the subject of the Secrecy of Communication of the Telecommunications Business Act (TBA). The discussion focused on whether or not DNS site blocking – the practice of blocking access to websites that illegally provide access to infringing copyrighted entertainment content including movies, TV programmes, anime, manga and music – violates public privacy.

The study group seminar was held at Meiji University, one of Japan's leading academic institutions, and organized by one of its IP law professors, Dr Imamura. The audience for the 3 hour seminar involved 12 leading legal, IP and constitutional law experts, some of whom are members of ACA's International Committee.

The Japanese Government has historically viewed site-blocking as a violation of

PRIVACY ISSUES ADDRESSED AT SEMINAR ADVOCATING SITE-BLOCKING MEASURES (cont'd)

Article 4 'Secrecy of Communication' of the Telecommunications Business Act (TBA). Presenting the MPA and JIMCA's position to the attendees, MPA's Michael Schlesinger reasoned that DNS site blocking does not violate the TBA or the Japanese constitution, and provided a comprehensive argument on the effectiveness of site blocking in many countries around the world. During the

subsequent hour-long discussion amongst the legal experts, they overwhelmingly concurred that site-blocking does not appear to violate the Japanese constitution or Article 4 of the TBA – the acceptance of which should help pave the way for the potential establishment of site-blocking for copyright in Japan.■

STARS AND INDUSTRY BACK CAMPAIGN TO ERADICATE COUNTERFEITS

On June 10, JIMCA supported a counterfeit goods eradication campaign *Honto? Honto! Fair in Chiba – Let's Protect Information Security and Intellectual Property*. The event was held in Kashiwa City, Chiba Prefecture, by the Anti-Counterfeiting Association (ACA).

Celebrating its 30th year, the anti-counterfeiting event focused on the problem of intellectual property infringement in an evolving internet environment. The event made a spirited appeal to consumers to protect intellectual property and eliminate counterfeit goods.

A total of more than 1,500 visitors attended the event, where they enjoyed various programs and activities on the subject of intellectual property, including a quiz rally performed on stage where audience members were challenged to identify

the difference between counterfeit and authentic goods.

The event included live performances from local model group Cosmic Club; the four time world championship-winning cheerleading dance team *Kashiwa Golden Hawks*; a popular singer, RENA; and the brass band of the Chiba Prefectural Police. The appearance of mascots Sea-poku and Chiba-kun drew a large cheer from the audience.

It is hoped that the campaign will provide greater awareness, particularly with young people, on the benefits of digital citizenship, and the harms resulting from accessing illegal content on the internet.■

Below: Live performances spice up the IP awareness event



INFO-COMMS STUDENTS GET TO GRIPS WITH ECONOMICS OF FILM INDUSTRY

On June 15, JIMCA delivered a lecture at the School of Information and Communication, Meiji University. The lecture was given in relation to a course titled 'Business and Laws A' organised by Associate Professor Tetsuya Imamura, a committee member of the Copyright Committee of the Agency for Cultural Affairs – the Japanese governmental organisation responsible for copyright administration.

The aim of the 'Business and Laws A' course is to focus on copyright issues regarding the functions of laws and contracts in film, game, and music businesses and live events such as concerts, theatrical performances. Associate Professor Tetsuya Imamura introduces students to case studies, and aims to make topics easily accessible and relevant for students.

JIMCA's lecture covered the following themes: The Activities of MPA-JIMCA, Transformation of the Film Industry and Copyright Infringement Measures, and The Economic Scale and Structure of the Film Industry. Approximately 125 third-year and senior undergraduate students from the School of Information and Communication attended the event.

The first half of the lecture was given over to an explanation of the U.S. film studio industry, and the functions of the MPA and JIMCA in the Asia Pacific and in Japan. The remainder of the lecture focused on the scale and breakdown of the economic contribution made by the film and television industry to Japan. ■

NEW ZEALAND

JONATHAN TAPLIN SHARES KEY TAKEAWAYS FROM HIS BOOK IN NEW ZEALAND

In June, coordinated by the NZSA, Jonathan Taplin appeared on New Zealand's most popular current affairs and political radio show SATURDAY MORNING and again the next day on New Zealand's most popular current affairs and political TV show, TVNZ's Q & A to promote his book 'Move Fast & Break Things: How Facebook, Google & Amazon

Have Cornered Culture & What It Means for All of Us'. Copies of Mr Taplin's book were delivered to key government ministers, and government and industry contacts. The interviews and books were a highly effective counter to the spread of U.S. style fair use and the notion to weaken copyright law in order to foster greater innovation. ■

NZ UPS THE INCENTIVE FOR OFF-SHORE PRODUCERS

In the 2017 Budget released in May, production incentives were enhanced in respect of the Post, Digital and Visual Effects (PDV) Grant scheme. In addition to the cash grant of 20% of QNZPE for international productions, and 5% uplift available for a smaller number of productions, as of 1 July 2017, PDV productions can access a grant

of 20% of QNZPE up to QNZPE of NZD\$25 million, and 18% of QNZPE for QNZPE above NZD\$25 million. The government has however indicated concerns with the financial viability of the scheme and has indicated it is under review. ■

INDUSTRY TASK GROUP SETS PIRACY IN THEIR SIGHTS

NZSA has worked with local broadcasters to set up a coalition loosely called the Copyright Working Group. Local broadcasters are becoming increasingly concerned with piracy amid declining revenues and, with the MPA, have formed a coalition to address the issues. The goals of the coalition are twofold: to address enforcement and policy issues. As part of the former, the coalition formally contacted NZ's ISP coalition to determine their likely response to any potential site-

blocking action under current legislation. The coalition also considered how to undertake enforcement actions against importers and distributors of illegal ISDs, as well as seeking legislative change to address the issue of increasing proliferation of illegal ISDs in NZ. As part of their advocacy efforts, the coalition met with the Deputy Leader and the Shadow Communications Minister of the Opposition party to outline concerns and request legislative amendments. ■

TROPFEST NZ WINNERS SET FOR LOS ANGELES FILM INDUSTRY DEEP DIVE

On February 18, two emerging filmmakers from Hamilton, Mary Rinaldi and Sasha Nixon, emerged as winners in the Tropfest New Zealand short film festival competition. Their short film ANNIVERSARY – about an emotionally wounded couple using children’s games to deal with the loss of their daughter – won Best Film and the Nga Aho Whakaari/ Te Puni Kokiri Maori Creativity Award. The

Motion Picture Association (MPA) and New Zealand Screen Association (NZSA) will provide a five-day trip to Los Angeles for a film immersion course and meetings with agents, producers, entertainment lawyers and unions/guilds. ■

Below: (From L-R): NZSA’s Matthew Cheetham, Tropfest NZ winners Mary Rinaldi and Sasha Nixon, and MPA’s Stephen Jenner



SOUTH KOREA

CONTENT PROTECTION AGENDA PROMOTED IN SOUTH KOREA

In February, Korea Copyright Protection Agency (KCOPA), featured MPA’s pressing issues impacting on content creators and distributors around the Asia Pacific for their copyright issues magazine, Cstory. Topics covered included an assessment of how criminal actions against digital leaks of super premium video-on-demand content

from digital platforms are beginning to produce results; the efficacy of site-blocking measures, and the opportunities afforded by voluntary initiatives such as the Infringing Website List (IWL) program, which aims to cut off the flow of advertising revenue to pirate websites.

CONTENT PROTECTION AGENDA PROMOTED IN SOUTH KOREA (cont'd)

An emphasis was made on the importance of robust copyright laws which help to grow dynamic digital economies, and the need to educate audiences to act as good digital citizens when accessing creative content online.

The magazine was circulated to the National Assembly, relevant government departments and other IPR stakeholders and subscribers. ■

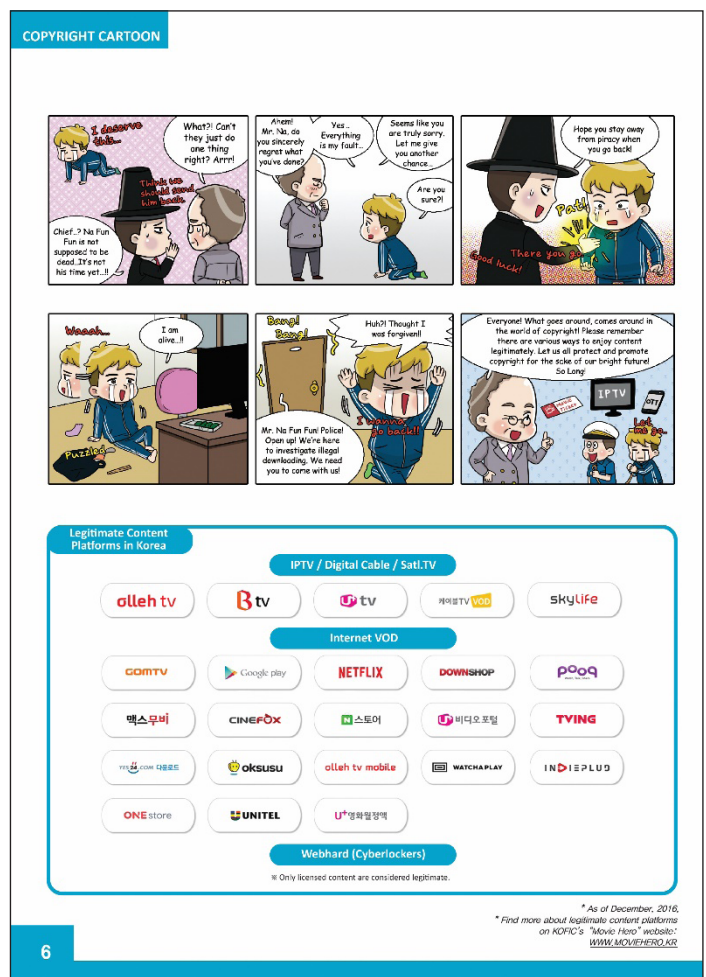
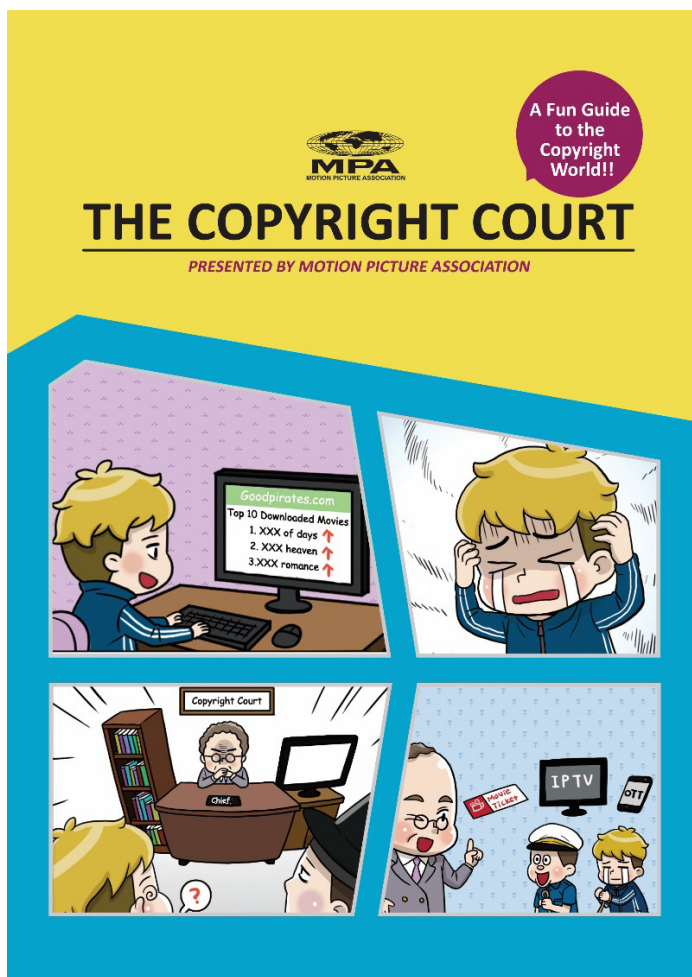
CARTOON PAINTS GRIM FUTURE FOR PIRATES

MPA Korea, in collaboration with cartoon creator JGVI, published a copyright education cartoon focusing on various aspects of content infringement taking place in our daily lives. 'The Copyright Court' follows a protagonist who faces trial in the afterlife due to his reckless love for illegal content.

The cartoon's storyline illustrates the various common content infringement traps that online users can easily fall prey to: streaming from dubious websites, downloading from torrent sites, camcording in theaters, illegal subtitling, and sharing

content with others without contemplating the consequences of such actions.

The cartoon also guides readers to use legitimate content platforms promoted by Korea Film Council (KOFIC). MPA Korea launched the cartoon on World IP Day, and will distribute it throughout the year via outreach programs and online promotions. The cartoon is available in both English and Korean. ■



Above 'The Copyright Court' cartoons

SCREEN INDUSTRY IN TAIWAN CONTRIBUTED USD 5.51 Billion (NTD 178 BILLION) TO ECONOMY IN 2016

On June 30, MPA launched the topline findings from the 2016 Economic Contribution of the Film and Television Industries in Taiwan, prepared by Oxford Economics. The research found that in 2016, the film and television industries made a whole economy contribution of USD5.51 Billion (NT 178 Billion), and a direct contribution of USD2.12 Billion (NT 68.8 Billion) to Taiwan's economy, and, and supported more than 100,000 jobs. It also contributed a tax amount of USD\$456 million (NT 14.7 billion).

The launch of the infographic comes as the Taiwan film and television industry faces high levels of piracy that continue to undermine the sector's ability to reach its full potential. The problem can be illustrated by Alexa data that, in February of this year, found total page views to the top 5 illegal websites amount to more than 681 million, while total page views to the top 5 legal websites amounted to only 24 million – a mere 3% of total pages views for film and television content.

While audiences now have a wide variety of legal online video options to choose from, the availability of illegal content remains a critical issue. The problem is amplified by the availability of set top boxes that often come

pre-loaded with applications that provide access to a wide variety of infringing content. Those purchasing set top boxes may not be aware that the films and televisions shows they are accessing are often being made available without the permission of the rights holder. The film and television industry in Taiwan is working closely with government enforcement agencies to identify illegal operations and take action against them, but have called for anti-piracy tools, such as site-blocking of piracy websites, and the establishment of an Infringing Website List (IWL), to make major inroads against piracy. While the industry looks to combat the major challenges facing the industry, the day's proceedings also included positive news on initiatives to increase Taiwan's production activity, with the announcement of the Taiwan Movie Production Development Association (MPDA) – an organisation composed of 128 local film producers, directors, actors and journalists focused on increasing engagement with filmmakers in Mainland China. The MPDA will be chaired by KaoHsiung Wu, while Hsing Lee will serve as Honorary Chairman.■

Below: Film and TV Industry Representatives Gather at Launch of Taiwan Movie Production Development Association (MPDA)



THAILAND

FAIR USE FACES CRITICAL EXAMINATION AT INDUSTRY SEMINAR

In March, the Department of Intellectual Property (DIP) along with a number of film and television industry associations hosted a seminar entitled Fair Use in

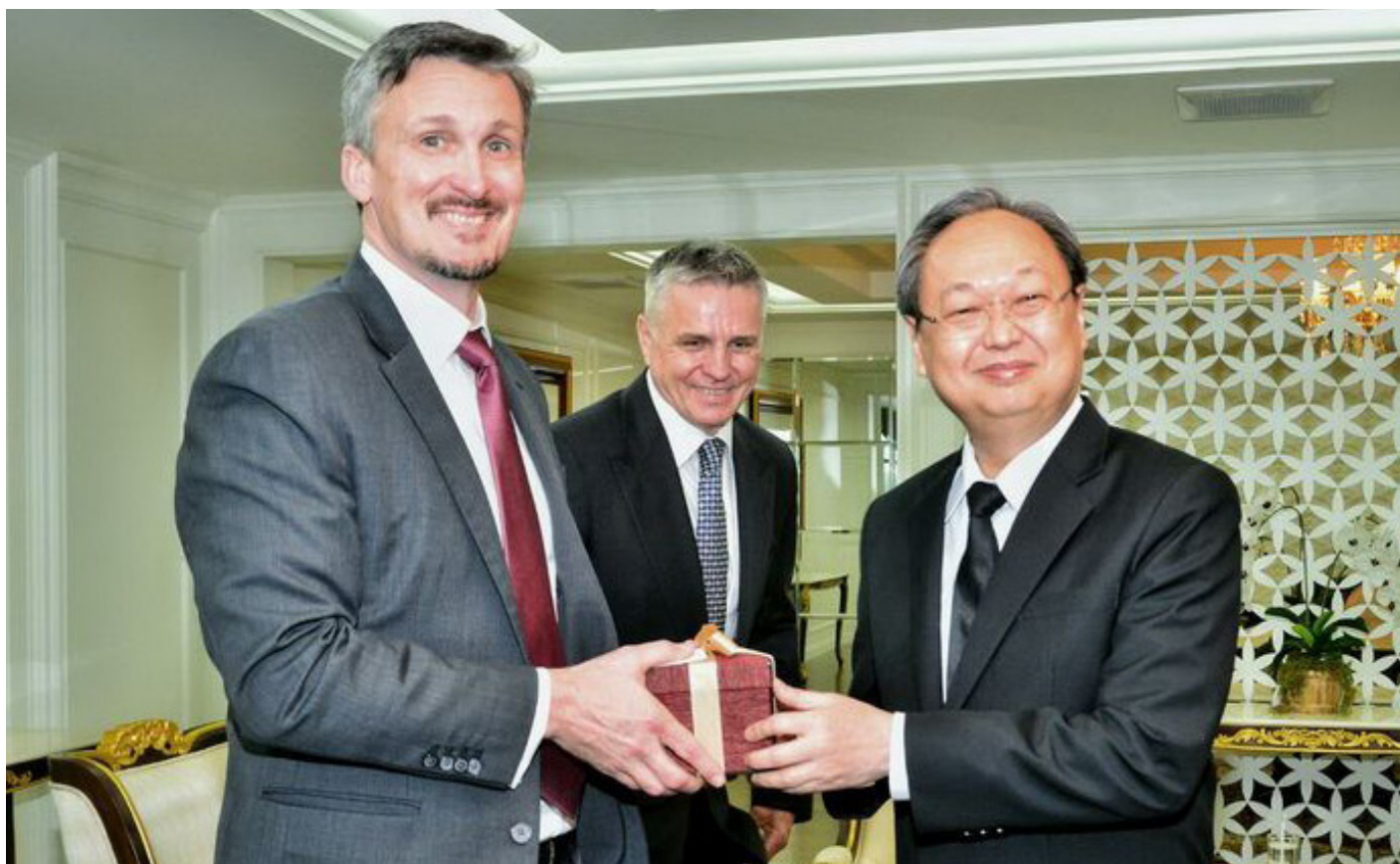
the Digital Age. The event featured a keynote presentation by Dr George Ford, Chief Economist of the Phoenix Center for Advanced Legal and Public Policy

FAIR USE FACES CRITICAL EXAMINATION AT INDUSTRY SEMINAR (cont'd)

Studies. Dr Ford was then joined on stage by representatives from the DIP and members of the Thailand Copyright Coalition. The event attracted around 150 Thai Government officials, IP lawyers, and creative industry representatives. Dr Ford also engaged the Deputy Minister

of Commerce, Mr. Sontirat Sontijirawong on discussions regarding digital content protection and Fair Use.■

Right: Dr George Ford meets with the Deputy Minister of Commerce, Mr. Sontirat Sontijirawong



MPA SUPPORTS SEMINAR EXPLORING ONLINE CONTENT PROTECTION IN THAILAND

DIP and the Intellectual Property Association of Thailand (IPAT) co-organised a seminar on Intellectual Property Violations on Online Media in the 4.0s: Situations and Solutions at the Ministry of Commerce where more than

150 industry representatives, legal experts and enforcement officials were in attendance.

The seminar explored key topics such as how the government could address online piracy as part of the Thailand 4.0 initiative.■

VIETNAM

MPA SUPPORTS TELEFILM WORKSHOP PROMOTING ONLINE SAFETY

On June 9, a workshop titled Promoting Online Safety and Protecting Brand Integrity was organised as a part of the 2017 Telefilm - an annual event coordinated by VTV where hundreds of businesses in the TV and film industry get together to share their

experience and knowledge. MPA was invited to talk about the UK Police's Infringing Website List (IWL) initiative. Government officials and other right holders attending the workshop agreed that the UK IWL's lesson can be applied in Vietnam.■

1. AUSTRALIA

On April 26, the Australian Screen Association and the Creative Content Australia jointly organised a talk at the New York Film Academy in Glebe, Sydney. More than 60 film students heard insights from young, home-grown talent.

The event provided a great opportunity to come together to acknowledge the originality and creativity of filmmakers and to discuss insights into recent measures of combating online piracy, and what additional measures can be done to improve the online environment.

2. HONG KONG

On April 26, creatives celebrated World IP Day with the launch of THE FLAME OF CREATION - a student-produced video that promotes the need to respect intellectual property and emphasises the importance of strong copyright as a foundation of innovation and creative endeavour.

3. INDIA

Stakeholders passionate about the well-being of the screen industry in India united to stage a number of events that underlined the joint industry commitment to promote respect for intellectual property and create awareness of the need to promote and protect creative industries in a digital world.

4. INDONESIA

Filmmaking workshop titled Director's Masterclass with Lucky Kuswandi: Making a Critically-Acclaimed Teen Flick was held at American cultural centre @america. 60 students attended talks from award-winning director Lucky Kuswandi whose short film was selected in Semaine de la Critique Cannes 2015.

5. JAPAN

Special screening of the feature film BEAUTY AND THE BEAST at TOHO Cinemas was attended by over a hundred students presently enrolled in intellectual property rights and film studies courses. Pro-copyright messages were presented and distributed live via SMS and social media.

6. MALAYSIA

Special screening of the movie GUARDIANS OF THE GALAXY: VOL 2 at GSC Signatures, Mid Valley, Kuala Lumpur was accompanied by a panel discussion delivered to over 150 people from the local screen community.





7. PHILIPPINES

Government, local online video providers and the MPA came together to pledge renewed efforts to prevent online piracy and illegal camcording at a press briefing and presentation of the IWL initiative, as well as a special screening of FAST & FURIOUS 8 at the Greenbelt Cinema, Makati City.

8. SINGAPORE

U.S. Embassy Singapore, Motion Picture Association (MPA), and Golden Village (GV) jointly hosted a special screening of HIDDEN FIGURES at GV Suntec City for over 100 industry professionals and students.

9. KOREA

Special movie screening of SMURFS: THE LOST VILLAGE for 120 university students majoring in film studies and the arts were hosted at the Lotte Cinema in Myungdong.

Audience members were keen to find out about the close link between copyright protection and its relevance to their own studies.

10. TAIWAN

On April 24, the Taiwan Intellectual Property Organization (TIPO), the American Institute in Taiwan (AIT), the Taiwan Film-related Creative Industries Association (TFCIA), MUST and the Taiwan International Screen Foundation (TISF) joined forces to host an IP seminar at the SynTrend Life Mall. The event focused on the need to further strengthen copyright and promoted such measures as the IWL initiative and site-blocking.

11. THAILAND

On April 26, the MPA participated in a USPTO seminar to discuss the importance of innovation to the development of Thailand's economy. On April 27, the Department of Intellectual Property (DIP) in Thailand, Ministry of Commerce, ETDA, U.S. Embassy, Bangkok and the MPA held a special film screening of local hit film POP AYE and launched a new Economic Contribution Report at the SF Cinema, Central World.

12. VIETNAM

On April 21, MPA partnered with the Ministry of Culture, Sports and Tourism, the U.S. Embassy, Hanoi, CGV, the Vietnam Copyright Alliance (including BHD, KCC, iflix, K+), TPD (Center for Film Development) and various other right holders to host a film workshop featuring prominent film celebrities, a movie screening event, IP quiz and launch a new copyright protection trailer. The events attracted more than 300 participants.



Above: Australia (L-R) Kate Kazokas, Bridget Callow-Wright, Lori Flekser, Paul Muller, Nel Minchin.



Above: Hong Kong- Launch of The Flame of Creation



Above: India (L-R) Anju Jain, Assistant, Regional Counsel, The Walt Disney Company (India); Sheenaz Dastur, VP & Senior Legal Counsel, Legal, Star India Pvt. Ltd.; Uday Singh, Managing Director, Motion Picture Association (India); Raj Kumar Akella, Chairman, Anti-video Piracy Cell, Telugu Film Chamber of Commerce; Timothy Browning, Attorney-Advisor, USPTO; Komal Kalha, Senior Counsel, USPTO; Kulmeet Makkar, FTPGI; Savio, D'souza, Secretary General, Indian Music Industry (IMI); Bishwarup Chakrabarti, AVP Legal, Sony Entertainment Pvt. Ltd.



Above: India- Copyright Enforcement And Monetisation: Time For Accord (L-R) Uday Singh, Managing Director, Motion Picture Association (India); Ayan Roy Chowdhury, Director - Legal, Sony Pictures Entertainment (India); G. R. Raghavender, Joint Secretary, Department of Industrial Policy and Promotion (India); Sanjay Tandon, CEO, Music Composers' Association of India (India)



Above: India- Students & Professors with Rajkumar Akella, TFCC & Lohita Sujith, MPDA at the IPR Workshop - Copyright for Innovation in the Digital Age



Above: India- Co-ordinated Approach for IP Administration, Enforcement and Adjudication (L-R) Shравan Kumar Bhansal, Senior Partner, United IPR; Lohita Sujith, Director Corporate Communications, MPDA; Hemant Singh, Founder & Managing Partner, Intl Advocare; Priya Rao, Partner, K & S Partners



Above: India- (L-R) Lohita Sujith, Director, Motion Picture Dist. Association (India); Neeraj Goswamy, Vice President, Sales & Distribution, Viacom 18 Motion Pictures; Richard Pinkham, Foreign Service Officer, U.S., Department of State at the American Center



Above: Indonesia- Director Masterclass with Lucky Kuswadi



Above: Japan- MPA's **Mike Ellis**; **Ms. Tami Ihara**, Marketing Executive Director, The Walt Disney Company (Japan) Ltd; **Mr. Daniel Rochman**, Counsellor for Economic and Science Affairs at the United States Embassy in Tokyo



Above: Philippines- (L-R) **Brian Breuhaus**, Economic Officer, US Embassy; **Josephine Santiago**, Director General, Intellectual Property Office Philippines (IPOPHL); **Atty. Marivic Benedicto**, Chair, Philippine Association of the Recording Industry (PARI); **Sherwin dela Cruz**, Country Manager, iflix



Above: Singapore- (L-R) **Peter Fowler**, IP Attaché, U.S. Embassy; MPA's **Stephen Jenner**; **Stephanie Syptak-Ramnath**, Chargé d'affaires, U.S. Embassy Singapore; **Diane Strahan**, Chief Operating Officer, MPAA; **Denis Croze**, WIPO Singapore Office Director; MPA's **Hank Baker**



Above: Korea- University students attend the WIPD event



Above: Korea- IPR lecture at the event



Above: Korea-IPR quiz session



Above: Taiwan- IP Seminar in Taiwan



Above: Taiwan- IP Seminar in Taiwan



Above: Vietnam- World IP Day activities in Vietnam



Above: Vietnam- World IP Day activities in Vietnam



Above: Vietnam- World IP Day activities in Vietnam



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