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Promoting and Protecting the Screen Community



MPAA Chairman & CEO Charles Rivkin delivers keynote remarks at the Asia Society Southern California's eighth annual US-China Film Summit at the Skirball Cultural Center.

MPAA CHAIRMAN & CEO CHARLES RIVKIN TURNS ATTENTION TO CHINA

Charles Rivkin has made expanding engagement with China one of his immediate priorities in his role of MPAA Chairman & CEO. In the last quarter of 2017, Rivkin participated in a number of high profile activities involving the US and Chinese film industries in Los Angeles, Hong Kong and Beijing, taking on high profile industry speaking engagements, meeting with key film industry representatives and government personnel, and conducting interviews with US and regional media.

On November 1, in Los Angeles, Rivkin delivered keynote remarks at the Asia Society Southern California's eighth annual US-China Film Summit at the Skirball Cultural Center. His address emphasised the growing importance of China's film market and highlighted the increasingly strong partnership between the US and Chinese film and television industries.

"Our two film markets have been undeniably successful – and the future holds even greater promise," Rivkin remarked to a crowd of industry executives, creative stakeholders, media, and creators. "However, seizing potential growth – and overcoming the challenges ahead – will require cooperation... By building on this common foundation, we can bring audiences around the world more of the content they love. We can continue to create jobs and drive economic growth. And we can represent our ideals to the world, while better understanding the values of others." (See story pg.12)

On December 12, in Hong Kong, Rivkin made a keynote address to the region's distributors and exhibitors at CineAsia, the Asia Pacific's foremost annual conference for the film industry sector. His speech promoted the theatrical cinema industry as one with enduring cultural power, and suggested

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MPAA CHAIRMAN & CEO CHARLES RIVKIN TURNS ATTENTION TO CHINA (cont'd)

that cinema in Asia will act as a locomotive to drive continued growth regionally and around the world.

On December 15, during his first visit to Beijing in his capacity as CEO, Rivkin hosted the annual MPA end of year film and TV industry reception, acknowledging the extraordinary innovation and creativity displayed by senior executives of the film and television industry in China, which has seen the market flourish by USD 2 billion to hit USD 8.6 billion in 2017. The box office growth of 30% in US dollars, shows China as the continuing driver of global

box office expansion.

Rivkin took the opportunity of his first visit to China to launch a new report that found that the film and television industry contributed a total of USD 86.3 billion (573 billion Yuan) to the Chinese economy in 2016. The overall economic contribution increased by USD 22 billion (177 billion yuan), a 25% surge since the research was last conducted in 2014. The sector supported a total of 4.1 million jobs and generated a total tax contribution of USD 15.9 billion (105 billion Yuan). (See story pg. 12) ■



Above: MPAA Chairman & CEO Charles Rivkin gives opening address during the annual MPA year-end reception for key representatives of the film and television industry in China, MPAA member studio, and media.



Above: (From left to right) Miao Xiaotian, President of China Film Co-Production Corporation, Ming Zhenjiang, President of China Film Producers Association, MPAA Chairman & CEO Charles Rivkin and MPA's Mike Ellis.



Above: MPA's Mike Ellis gives opening address at the 4th Annual UCFTI Expo.



Above: (From left to right) MPA's Stephen Jenner, Founder & CEO of UCFTI Bianca Chen, Kelvin Hou, Founder & CEO of Mtime, MPA China's William Feng and MPA's Mike Ellis.

MPAA CHAIRMAN & CEO CHARLES RIVKIN TURNS ATTENTION TO CHINA (cont'd)



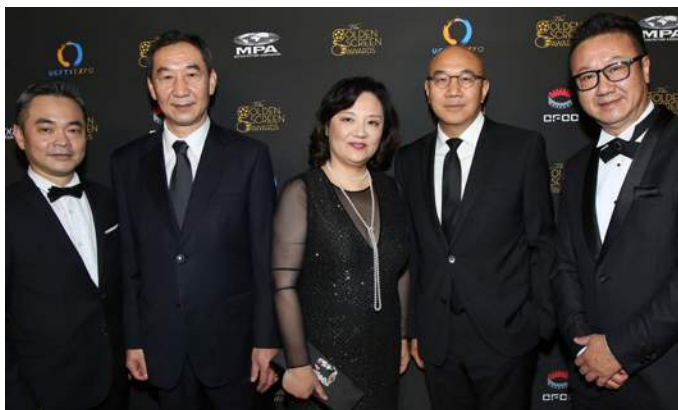
Above: Founder & CEO of Leeding Media **David U. Lee** speaks on panel.



Above: Founder & CEO of Mtime **Kelvin Hou** speaks on panel.



Above: MPAA's **Debi Bois** and **Matt Bennett** with MPA China's **William Feng**



Above: (From left to right) **Miao Xiaotian**, President of China Film Co-Production Corporation; Founder & CEO of UCFTI **Bianca Chen**; MPA's **William Feng** with investors of UCFTI EXPO



Above: (From left to right) **Janet Yang**, Chair, US China Film Summit; **Jonathan Karp**, Executive Director, Asia Society Southern California; MPAA Chairman & CEO **Charles Rivkin**



Above: Group photo including **Chen Wei**, Chinese actress; **Zhang Guangbei**, Chinese actor and the Secretary General of China TV Artists Committee Actors Committee; **Ye Jing**, Professor of Beijing Film Academy; MPA's **William Feng**



Above: **Zhang Xun**, former President of China Film Co-Production Corporation; **Chen Wei**, Chinese actress; **Zhang Guangbei**, Chinese actor and the Secretary General of China TV Artists Committee Actors Committee; MPA's **William Feng**



Above: **William Feng**; **Miao Xiaotian**, President of China Film Co-Production Corporation; Founder & CEO of UCFTI **Bianca Chen**; China film directors of "2017 Paramount Exchange Plan": **Xie Dongshen**; **Tian Yusheng**; **Zhangmo**; **Cheng Er**



Above: MPAA's **Stephen Jenner** and **Mike Ellis** with MPAA's **Karen Thorland** and **Scott Martin**, Deputy General Counsel at Paramount Pictures



Above: Miao Xiaotian, President of China Film Co-Production Corporation *(middle)*



Above: MPAA Chairman & CEO Charles Rivkin; MPA's Mike Ellis; Xu Shujun, Vice President of China Film Co-Production Corporation



Above: MPAA Chairman & CEO Charles Rivkin; Gong Bo, the Vice President of TIFTQ



Above: Luan Guozhi, the Party Secretary of TIFTQ and former Deputy-director general of Film Bureau, SAPPRFT; Ming Zhenjiang, President of China Film Producers Association; Qi Xing, Chinese actress; Yin Li, Chinese film director



Above: Group photo with representatives of MPA member companies



Above: MPA's Vivian Peng; MPAA Chairman & CEO Charles Rivkin; Chen Hongbing, Director of the China office; WIPO.



Above: MPA's William Feng; MPAA Chairman & CEO Charles Rivkin; Fu Ruqing, President of Huaxia Film Distribution LLC.



Above: Andre Morgan, American film producer, Co-founder of Ruddy Morgan Organization; Zoe Chan, Producer, Ruddy Morgan Organization/ CEO of Sirens Productions China



Above: MPA's Vivian Peng; MPAA Chairman & CEO Charles Rivkin; Chen Hongbing, Director of the China office; WIPO.



Above: Yin Li, China film director; Ye Ning, CEO of Huayi Brothers Pictures; MPAA's CEO Charles Rivkin; Zhang Hong, Vice Executive Chairman of China Film Association; MPA's William Feng

AUSTRALIA'S GRAHAM BURKE ACKNOWLEDGED AT CINEASIA FOR HIS WORK ON COPYRIGHT AWARENESS

Graham Burke, Co-Executive Chairman and Co-Chief Executive Officer of Village Roadshow and Chair of Creative Content Australia, was presented with the MPA Asia Pacific Copyright Educator (A.C.E.) Award at CineAsia, in recognition of the leadership role he has played educating people about the dangers of piracy and the need to better protect film and television content online.

Graham Burke was appointed as Chair of Creative Content Australia (CCA) in March 2016. CCA is a broad membership of film and television organisations in Australia committed to raising awareness about the value of screen content and impact of piracy. CCA aims to highlight the role of copyright, and how consumers' choices can contribute to the sustainability of the film and television industries in Australia.

Each year, CCA commissions independent research into the actions and attitudes of Australians to illegal downloading and streaming of screen content. The research is conducted by Sycamore Research, an independent market research organisation, in conjunction with Omnipoll. CCA shares the results of this research with industry, media and the wider community to better inform the debate, dispel myths and motivate changes in behaviour.

CCA also produces consumer awareness campaigns to inform Australians about online content theft. These campaigns are created, produced and distributed nationally with significant involvement from the film and television community - actors, crews,

producers, distributors, exhibitors, television networks and online businesses. This year, CCA produced a major new campaign called 'The Price of Piracy'. The campaign involved a large-scale video campaign featuring celebrated Australian actor Bryan Brown, which appeared widely in cinema, TV, online and via social media. CCA has been producing curriculum-linked educational resources for Australian primary and secondary schools since 2007 to facilitate discussions about creativity and copyright - www.nothingbeatstherealthing.info.

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 from 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 23rd year.

Past recipients of the MPA A.C.E. Award include Indian distributor and industry leader Rajkumar Akella (2016), Indonesian filmmakers Sheila Timothy (2015), 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).■



Above: Co-Executive Chairman and Co-Chief Executive Officer of Village Roadshow Limited Robert Kirby accepts the MPA A.C.E. Award from the President of International Theatrical Distribution at 20th Century Fox Andrew Cripps, on behalf of Graham Burke.



Above: Recipient of the 2017 A.C.E. Award - Graham Burke, Co-Executive Chairman and Co-Chief Executive Officer of Village Roadshow and Chair of Creative Content Australia.

TROPFEST - THE WORLD'S LARGEST SHORT FILM FESTIVAL, CELEBRATED IN DC

On September 28, the MPAA, along with the Australian Embassy, hosted a celebration of the global short film festival phenomenon, Tropfest. The evening included a screening of select Tropfest short films and remarks from Senator Chris Dodd and Deputy Head of Mission to the Embassy of Australia, Ambassador Katrina Cooper, on the highly-

valued relationship between the United States and Australian film industries. Special guests included John Polson, award-winning actor, director, producer, and founder and director of Tropfest, and Patrick Hughes, director of high profile short films and commercials, as well as the feature films RED HILL, THE EXPENDABLES 3 and THE HITMAN'S BODYGUARD.

Senator Dodd moderated a panel discussion highlighting the success of Tropfest in promoting emerging filmmakers and bringing their stories to a global audience, as well as Australia's recent surge as a global production hub. Hughes, a Tropfest Alumni, won the short film festival back in 2001 with his film THE LIGHTER. He was happy to share that his career was at an all-time high, with his recent feature film THE HITMAN'S BODYGUARD, sitting at No. 1 on the box office charts.

Tropfest is one of the many ways the MPAA not only supports the next generation of filmmakers, but advances great storytelling that reflects the diverse viewpoints and experiences of all creators and audiences. ■



Above: (From left to right) MPA's Mike Ellis, Founder and Director of Tropfest John Polson, director Patrick Hughes and MPAA Chairman & CEO Charles Rivkin.



Above: MPA's Mike Ellis, director Patrick Hughes, Founder and Director of Tropfest John Polson and MPAA Chairman & CEO Charles Rivkin at a pre-event meeting.



Above: (From left to right) Senator Chris Dodd, Founder and Director of Tropfest John Polson, Deputy Head of Mission to the Embassy of Australia Ambassador Katrina Cooper, director Patrick Hughes and MPA's Mike Ellis.



Left: Senator Chris Dodd moderates panel discussion with Founder and Director of Tropfest John Polson and director Patrick Hughes.

FOUR 2017 MPA APSA ACADEMY FILM FUND PROJECTS HAND-PICKED FROM 105 SUBMISSIONS

The Asia Pacific Screen Academy and the MPA announced the recipients of the eighth round of the MPA APSA Academy Film Fund during the 11th Asia Pacific Screen Awards Ceremony in Brisbane.

The 2017 recipients of the MPA APSA Academy Film Fund are:

Title - PARADISE IN FLAMES

Rajit Kapur – Actor & Suman Mukhopadhyay – writer/director

APSA – APSA International Jury (2014)

Synopsis – The war in Kashmir, seen through the eyes of psychologically damaged children and the staff of a psychiatric hospital where there are 5 doctors for 45 thousand patients.

Citation – A mental health doctor with 45 thousand registered patients responds to the devastation of warfare in Kashmir. With unexpected elements of magical realism, this innovative and hard-hitting drama by Indian director Suman Mukhopadhyay offers a unique insight into the psychological damage of combat.

Title - MAGIC BEACH

Robert Connolly

APSA – Nominated – Best Feature Film, 2013. The Turning

Synopsis – Based on a best-selling children's book by Alison Lester, this film offers a tapestry of stories that connect children with nature, presented by 10 of Australia's leading animators using a remarkable range of narrative styles and techniques.

Citation – An extraordinary assembly of some of Australia's finest screen animators, providing a refreshing discovery of the wondrous natural life of the sea shore, seen through the eyes of children. The film is a superb project from a beloved book produced by one of Australia's most adventurous filmmakers.

Title - SENSELESS

Guy Davidi

APSA – Nominated – Best Documentary Feature Film, 2012. Hams Caeraten Maksura/Hamesh Matzlemot Shvurot (FIVE BROKEN CAMERAS)

Synopsis – This powerful documentary from a former Israeli soldier offers an insider's view of soldierly ethics and the military mind. It is an astonishing and brave wake-up call for armed forces around the world.

Citation – A hard-hitting insider's view and critique of the Israeli army, asking a universally-

relevant question regarding militarism. This essay film by a former Israeli soldier discusses the ethical dilemmas faced by many soldiers worldwide, facing the gap between morals and the practicalities of combat.

Title - NENE

Vladimer Katcharava,

APSA – Producer of DEDE, APSA winner of the Cultural Diversity Award under the Patronage of UNESCO

Synopsis – Based on a true story, this drama from the Republic of Georgia explores the consequences of random acts of violence inflicted on civilians by armed authorities. From the remarkable writer-director, Mariam Khatchvani, this personal vision highlights a universal problem about arbitrary law enforcement and the officials that manipulate the law for their own gain.

Citation – A personal case study that addresses a universal issue in society today: the lack of control of violence of those in power who are assigned to keep the peace.

In 2017, a total of 105 projects were submitted by 83 different APSA Academy members from 34 countries and areas across Asia Pacific and beyond, representing the truly global reach of APSA Academy members.

The success stories of projects funded by the MPA APSA Academy Film Fund are many and varied:

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 BURQAS BEHIND BARS recognised worldwide, winning awards at the major festivals around the globe, including the biggest TV award in Europe – the Prix Europa Award for the Best TV Documentary and an International Emmy Award.

Shawkat Amin Koriki'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, at the MPAA headquarters in Washington and is Iraq's official submission for the 88th Academy Awards® for the Best Foreign Language Film.

FOUR 2017 MPA APSA ACADEMY FILM FUND PROJECTS HAND-PICKED FROM 105 SUBMISSIONS (cont'd)

Below: MPA representatives with the 2017 MPA APSA Academy Film Fund Jury – (from left to right) MPA's **Mike Ellis**, Indian actress **Tannishtha Chatterjee**, Chinese film producer and distributor **Alexandra Sun**, **Andrew Pike**, O.A.M., Chair of the Jury, and MPA's **Stephen Jenner**.



Cliff Curtis, and the first female director from Saudi Arabia, Haifaa Al Mansour.

2017 MPA APSA Academy Film Fund Jury: Chair: Andrew Pike, O.A.M. is a legend of the Australian film industry. He is an award-winning documentarian, as well as a film historian, author and the founder of Ronin Films, responsible for helping to bring films such as *STRICTLY BALLROOM* and *SHINE* to the world.

Indian actress Tannishtha Chatterjee who returns to APSA having served on the 2010 International Jury and host of 2011 APSA ceremony. Often referred to as the Princess of Parallel Cinema for her work in Indian cinema she is one of the nation's most recognised stars.

Chinese film producer and distributor Alexandra Sun. Alexandra helped distribute many award-winning Asian films including *SONG OF TIBET* and iconic Japanese animation *JIN-ROH: THE WOLF BRIGADE*. As a producer she helped bring Li Yang's *BLIND MOUNTAIN* to life, which played the Cannes Film Festival and Sonthar Gyal's *RIVER*, which won the APSA for Best Youth Feature Film and played the Berlin International Film Festival. ■

ASIA PACIFIC COPRODUCTIONS ATTRACT THE SPOTLIGHT

On November 9, the MPA, APSA, innovators, and leaders from the Embassy of Australia, Embassy of the Republic of Singapore, and the Office of Commercial Affairs, Royal Thai Embassy came together to celebrate storytelling highlighted by the MPA APSA Academy Film Fund and the Asia Pacific Screen Awards.



Above: MPAA CEO **Charles Rivkin**, Ambassador **Ashok Kumar Mirpuri** – Embassy of the Republic of Singapore, Ambassador **Katrina Cooper** – Deputy Head of Mission, Embassy of Australia, APSA Chairman – **Michael Hawkins**, Minister **Dr. Prayoth Benyasut** – Office of Commercial Affairs, Royal Thai Embassy, MPAA Chairman Senator **Chris Dodd**. Photography by **Joy Asico**.

During the event, attendees attended a special screening of *Pop Aye*, a Singapore-Thailand comedic drama co-production from Singaporean filmmaker Kirsten Tan. The film won the top prize for best international feature film at the 13th Zurich International Film Festival and Special Jury Prize for Best Screenplay in the World cinema category at the 2017 Sundance Film Festival. The film's executive producer, Anthony Chen, was on the International Jury in 2014 and received an APSA for Achievement in Directing the previous year. The audience also viewed a short excerpt from *Wajib* – a project from Palestinian filmmaker Annemarie Jacir, and a recipient of a grant from the MPA APSA Academy Film Fund program. Notably, of the 28 recipients of the Film Fund to date, 39 percent have been women.

The event also featured a conversation between APSA Chairman Michael Hawkins and Senator Chris Dodd. The two discussed the importance of the MPA and APSA partnership and their work to encourage dialogue, collaboration, and business opportunities for its alumni of nominees, winners, and juries. The conversation touched on the importance of

ASIA PACIFIC COPRODUCTIONS ATTRACT THE SPOTLIGHT (cont'd)

copyright to the more than 1,000 Asia Pacific Screen Academy members – and the need for strong content protection measures to secure the viability of filmmakers' creative rights.

Over the last decade, thousands of feature length films have competed in the APSAs. These films demonstrate a rich slate of

diversity – each telling unique narratives from their respective countries of origin. The MPA and APSA will continue promoting these creative works and connecting those around the globe who believe in the Asia Pacific region as place home to rich storytelling. ■

AUSTRALIA

ADDITIONAL 42 WEBSITES BLOCKED

On August 18, Hon. Justice John Nicholas ordered ISPs to block 42 websites found to be primarily engaged in facilitating access to copyright-infringing content (Roadshow Films Pty Ltd & Others). On the same day, in a separate case lodged by Foxtel in the Federal Court, orders were made to block a further 17 infringing websites. Since the first site-blocking orders were made in December 2016, the Federal Court has ordered 65 piracy sites and over 340 domains to be blocked.

Initial traffic data from one of the site-block messaging landing pages shows a nearly

six-fold increase in site-block impressions as a result of the court orders. It is estimated that as a result of these measures, potential pirates are exposed to nearly 6 million page impressions in the first six weeks following the implementation of the site blocks.

The Federal Government will conduct a review into the functioning of the site-blocking legislation early in 2018. The Australian Screen Association will be utilising research conducted by INCOPRO to demonstrate the efficacy of the blocks but will also highlight its limitation and show how improvements can be made. ■

LARGEST-EVER CONSUMER CAMPAIGN REACHES WIDE AUDIENCE

Timed to coincide with the site-blocking orders, Creative Content Australia launched a new industry campaign – 'The Price of Piracy' – which features leading Australian actor Bryan Brown, alerts consumers to the increased online risks posed by streaming or downloading pirated content from the remaining piracy websites.

Content links on infringing sites have become the number one method of propagating malware on the Internet, with one in three

sites exposing users to malicious software that can steal personal information like addresses, bank details, credit cards and passwords as well as facilitating identity theft.

This is the biggest anti-piracy campaign ever in Australia, with industry support and coverage in most cinemas, across free-to-air and subscription television, newspapers and on selected websites. ■

Below: Screenshot of the new industry campaign trailer – 'The Price of Piracy' featuring leading Australian actor **Bryan Brown**.



HOUSE OF REPRESENTATIVES COMMITTEE RECOMMENDS INCREASE TO LOCATION OFFSET

The Federal House of Representatives Standing Committee on Communications and the Arts tabled its report on the Australian Film and television industry in Parliament on December 7. Following consistent advocacy over the years, the Committee recommended increasing the location offset from 16.5 to 30%. The Committee made 13 recommendations to ensure the future growth and sustainability of this sector, including other important recommendations that MPA advocated for, such as removing the restriction that prohibits the use of both the Location Offset and the PDV Offset by the same film and clarifying

the status of streaming services under tax legislation, to make it clear that streaming services are eligible for the Location Offset and PDV Offset incentives for projects they produce in Australia. This debate is expected to continue over two separate reviews in the first half of 2018.

The Australian Screen Association has also commissioned a report from Olsberg SPI due early 2018 into the economic contributions generated by the tax credits currently offered to back up its stance that these investments should be seen as investments, not subsidies. ■

CCA RESEARCH; PIRACY STAGNANT BUT NEW THREATS EMERGING

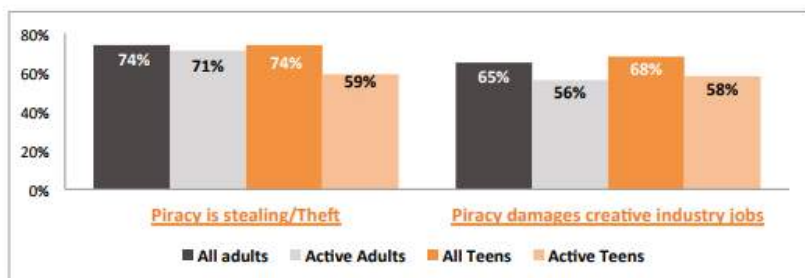
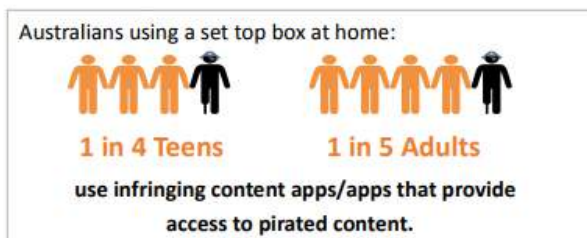
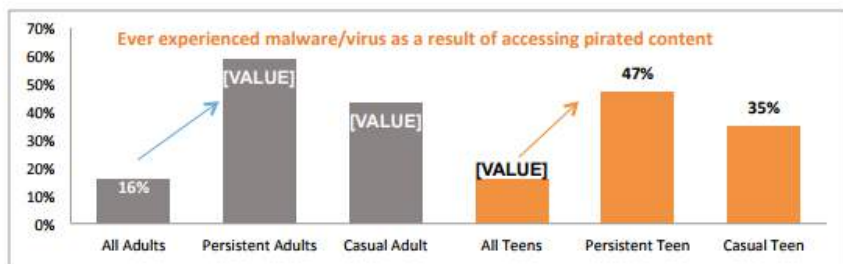
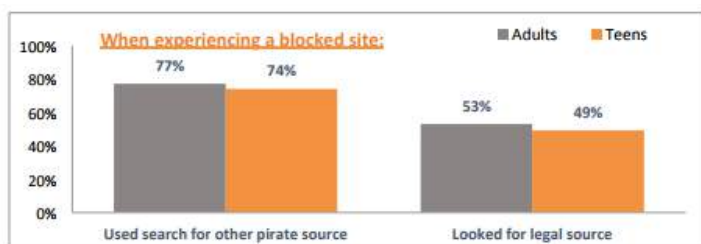
New, independent research commissioned by anti-piracy organisation Creative Content Australia (CCA) shows the growth of online screen content theft has been

arrested and remains static with 21% of adults 18-64 admitting some form of piracy.

The CCA research showed that search engines such as Google are most mentioned by adults as the means to find illegal content online, and can facilitate new means to reach alternate infringing sites and proxies when users encounter blocked sites. The study also found that after reaching a blocked site, whilst half of Australians are turning to a legal source to access the same content, 77% of adults and 74% of teens are searching for alternative infringing sites for the same content.

Of the 31% of Australians aged 12-64 who watch movies or TV shows through a set top box, CCA research shows one in four teens use infringing content apps to access pirated content. Amongst adults, that figure is one in five. Use of set top boxes has been shown to compromise subscriptions to legitimate services. Data from the UK and US shows IPTV to be one of the fastest growing forms of piracy, with the UK estimating sales of these boxes to exceed one million in the past few years alone. ■

Left: Infographics from the latest CCA research findings.



ASA PARTNERS WITH EBAY TO REDUCE SALES OF PIRATE IPTV BOXES

Australian Screen Association and MPA has worked with eBay to disrupt the use of its platform to sell pirate IPTV boxes, with Australia chosen as the test-market for this initiative. Many eBay customers may purchase IPTV boxes without full understanding of the potential infringing nature of these devices. To

validate the effectiveness of eBay's changes, eBay ads were scraped for the use of the most popular 'red flag' key words such as "fully loaded", "jail-broken", "free movies" and others, both in the headline as well as the detailed product description. Since July this has shown a 90% reduction in 'red flag' keyword usage. ■

CHINA

ECONOMIC IMPACT OF CHINA FILM & TV INDUSTRY GROWS TO USD 86.3 BILLION (573 BILLION YUAN) IN 2016

On December 15, the Economic Contribution of Film and Television in China in 2016 report, presented by the MPA during their end of year screen community reception event in Beijing, found that the film and television industry contributed a total of USD 86.3 billion (573 billion yuan) to the Chinese economy in 2016.

The overall economic contribution increased by USD 22 billion (177 billion yuan), a 25% surge since the research was last conducted in 2014. The sector supported a total of 4,102,000 jobs and generated a total tax contribution of USD 15.9 billion (105 billion yuan).

The report highlights a continued growth trend for the film and television industry, assessing the economic contribution of the core film and television sectors and the emerging IPTV and OTT sectors. It also

evaluates the economic impact of new cinemas in Tier 3-5 cities, film tourism, and film festivals.

The report was prepared by Oxford Economics and was developed in partnerships with China Film Distribution and Exhibition Association, China Film Producers' Association, China Film Copyright Association, and China Audio-Video and Digital Publishing Association.

The report methodology was based in part on 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' ('the Blue Book'). The most recent version of this publication was released in 2017 and provides statistics relating to the 2016 calendar year.

KEY STATISTICS INCLUDE:	Total Contribution (billions)		Direct Contribution (billions)	
Economic contribution of film & TV	\$86.6 USD	573.1 Yuan	\$38.2 USD	253.6 Yuan
Tax	\$15.9 USD	105.3 Yuan	\$7.2 USD	48 Yuan
Employment	4,102,000		1,095,000	

The annual MPA end of year film and TV industry function, held at the Hotel Eclat Beijing, featured a reception event for key representatives of the film and television industry in China, MPAA member studio, and

media. The event was followed by a special screening of YOUTH, by acclaimed director Feng Xiaogang. ■

THE 7TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LOS ANGELES

In the first week of November in Los Angeles, the MPA joined with Chinese partners on the 7th annual coproduction screenings event. On November 1, MPAA CEO Charles Rivkin delivered keynote remarks at the Asia Society Southern California's eighth annual

US-China Film Summit at the Skirball Cultural Center. His address emphasised the growing importance of China's film market and highlighted the increasingly strong partnership between the US and Chinese film and television industries.

THE 7TH CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS IN LOS ANGELES (cont'd)

Rivkin also launched the 2016 Economic Contribution of the Film and Television Industries in China and the updated China Co-Production handbook jointly produced and issued with the China Film Co-Production Corporation (CFCC) and Wanda Studios.

On October 29, Senator Chris Dodd received the United States-China Film and Television Industry (UCFTI) Outstanding Contribution & Leadership Award in recognition of his significant work in building the strong relationship between the US and Chinese film industries at the 2nd annual Golden Screen Awards. The Awards are co-hosted by the United States-China Film & Television Expo (UCFTI), the MPA and the Hollywood Reporter, to reward and recognise outstanding organisations, producers, directors, screenwriters, actors, composers, and technical professionals who have contributed to China-foreign co-productions.

MTime, a popular Chinese film news portal with 170 million unique visitors per month, interviewed Senator Dodd to give his annual appraisal of the US-China film industry relationship.

From October 29 to Nov. 3, MPA held special screenings for Chinese/international co-production films: THE ADVENTURES; THE

VILLAGE OF NO RETURN; KUNG FU YOGA; OUR TIME WILL COME; THIS IS NOT WHAT I EXPECTED; SOUL MATE and THE GREAT WALL.

On November 1, William Feng, MPA Head of Greater China and Vice President Asia Pacific, attended a forum on the subject of 'the hottest IP in China' hosted by MPA, UCFTI EXPO and the Hollywood Reporter.

From October 29 to November 3, Vivian Peng, MPA China's Director of Copyright Protection, accompanied a NCAC delegation to meet with US film and content protection industry insiders, including: MPAA head office and MPA-hosted lunch with MPAA CEO Charlie Rivkin, Disney studio executives and tour, and Warner Brothers studio executives and tour.

MPA provided significant support to the UCFTI EXPO opening of the 1st China Pavilion in the American Film Market in Santa Monica with the Beijing Municipal Bureau of Press, Publication, Radio, Film & Television, SMG and Oriental Pearl Group Co., Ltd.

During the week, a number of member company studios conducted film exchange programs including Paramount Pictures China Filmmakers Exchange Program and Warner Bros Casting Program. ■

MPAA STUDIOS PREVAIL IN CIVIL ACTIONS AGAINST XUNLEI FOR INFRINGEMENT OF COPYRIGHT

On August 21, the Shenzhen Nanshan District People's Court found Shenzhen Xunlei Networking Technologies Co. (Xunlei), a large online content and service provider in China, liable for copyright infringement.

The decisions stemmed from civil actions launched January 19, 2015, by MPAA member company studios, related to alleged infringement by Xunlei of 28 MPAA member company studio titles. The court in its decisions enjoins Xunlei from further

infringing the studios' copyrights, awards damages totalling RMB1.4 million (approx. USD209,860) and awards litigation costs of RMB162,400 (approx. USD24,340) to the studios. In each decision, the court holds that Xunlei infringed the MPAA member company studios' copyrights by providing their titles to the public on its websites, f.xunlei.com and kuai.xunlei.com, without authorisation. ■

MPA IMPROVING ANTI-CAMCORDING TECHNOLOGY IN CHINA

On October 12, MPA and the Test Institute of Film Technical Quality (TIFTQ) under China's State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) jointly organized an Anti-Camcording Seminar in Beijing promoting anti-camcording systems and techniques that protect film industry interests.

Stakeholders, including leaders from SAPPRFT, NCAC, China Film Distribution and

Exhibition Association and China Film Group Corp. (CFG), MPA member studios, Chinese film production companies and distribution companies, highlighted camcording as a primary obstacle to film content protection. MPA China's William Feng delivered a keynote speech while Vivian Peng joined a panel discussion hosted by Luan Guozhi, TIFTQ Party Secretary. ■

MPA IMPROVING ANTI-CAMCORDING TECHNOLOGY IN CHINA (cont'd)



Right: Stakeholders gather at the Anti-Camcording Seminar in Beijing

COPYRIGHT LAWS, POLICIES AND TECHNOLOGIES HIGHLIGHTED AT WIPO-NCAC FORUM

On June 19, Mike Ellis delivered a speech at the International Forum on Copyright entitled Copyright & Film in the 21st Century: Laws, Policies & Technologies. The Forum was co-organised by the World Intellectual Property Organization and the National Copyright Administration of China and took place in Shanghai during the 20th Shanghai International Film Festival.

Mr. Ellis reviewed the evolution of the Chinese film market over the past two decades and illustrated the effect of laws, policies and technologies on the Chinese film industry and copyright environment.

He illustrated the US and China as examples of how the film industry can make a significant contribution to the national economy. During his remarks, he also introduced the MPA's outreach activities with local film communities in China and around the Asia-Pacific region.

The remarks were well received by audience numbering 180 people, including the NCAC Vice Minister Zhou Huilin, copyright officials from WIPO's member states, IP scholars and industry representatives. ■

INCREASED COOPERATION THE THEME DURING BEIJING LAW CONFERENCE

On June 21, MPA China's Vivian Peng attended the 2nd Annual China-US Entertainment Law Conference and joined a panel with government officials, IP scholars and industry leaders to review recent developments in the China-US entertainment industry. Ms. Peng highlighted increased exchange and co-operation between China and US film industries, as well as interactions both in China and US between the traditional film studios and the emerging content

production companies developed by the BAT companies, as major trends.

The annual event was co-hosted by USPTO, Peking University Law School and IP School, Loyola Law School – LA, and Beijing Film Academy. It was opened by Yu Aiqun, the DG of SAPPRFT Legal Department and Joel Blank, the IP attaché at the US Embassy in Beijing. The one day conference brought together representatives of USPTO, senior policy-makers, academics, business executives (including those from MPA

INCREASED COOPERATION THE THEME DURING BEIJING LAW CONFERENCE (cont'd)

member companies) and international practitioners from China and US to discuss cutting-edge legal issues in the China-US entertainment industries. ■

Below: MPA China's Vivian Peng and IFPI's Ang Kwee Tiang participates on a panel discussion during the 2nd Annual China-US Entertainment Law Conference co-hosted by the USPTO, Peking University Law School and IP School, Loyola Law School - LA, Beijing Film Academy.



HONG KONG

DUNKIRK SCREENING ENSURES “NO RETREAT” FROM CONTENT PROTECTION AGENDA

On July 20, HKISA and Hang Seng Management College (HSMC) co-organised a movie screening of DUNKIRK at the Metroplex Cinema in Kowloon Bay for over

90 guests, including the HSMC students and staff, representatives from ISPs and local creative industries. Guests of honour included the Hon. Ma Fung-Kwok, legislator representing the Sports, Performing Arts, Culture and Publication, Joyce Poon, Assistant Director of IP (Copyright) for Intellectual Property Department, Guy Fong, Group Head (IP Investigation, Operations) for Hong Kong Customs and Amy Kong, Lecturer of Department of English for HSMC. The speakers emphasised the importance of intellectual property rights and outlined key content protection measures such as the HK IWL initiative and site-blocking. ■



Left: A full house at the movie screening of DUNKIRK



Above: Guests of honour and representatives from local ISPs and creative industries gather for a group photo before the movie screening.

IPR AWARENESS TRAINING SEMINAR FOR YOUTH AMBASSADORS

On August 21, HKISA provided support to an IPR awareness training seminar co-organised by the Hong Kong Customs and Excise Department (C&ED) and the Intellectual Property Rights Protection Alliance (IPRPA). During the event, Sam Ho encouraged 35 youth ambassadors to promote respect

for intellectual property rights to further awareness amongst young people. HKISA has been supporting the IPRPA's Youth Ambassador Scheme since 2006. ■

Below: Youth ambassadors attend an IPR awareness training seminar co-organized by the HKC&ED and the IPRPA.



IWL PILOT SCHEME CUTS AD PROFIT TO PIRACY WEBSITES AND REDUCES TRAFFIC BY 14%

On October 3, HKISA, MPA and Hong Kong Internet Service Providers Association supported an Infringing Website List (IWL) press conference co-organised by the Hong Kong Creative Industries Association (HKCIA) and Office of the Hon. Ma Fung-kwok.

Chairman of the HKCIA, Robert Lee, announced that the IWL Pilot Scheme has resulted in the removal of advertisements on infringing websites by 50 brands in Hong Kong and reduced traffic of a number of infringing websites by 14% on average. 26 representatives from the local industry of movie, music, broadcasting, comics,

publication, online service provider, advertising and legislative councillors the Hon. Jeffrey Lam Kin-fung (Commercial), the Hon. Charles Mok (Information Technology) and the Hon. Yiu Si-wing (Tourism) supported the event. The Hon. Ma Fung-kwok (Sports, Performing Arts, Culture and Publication) called on the Government and additional representatives of the local creative and advertising industries to endorse and join the Scheme. ■

Below: HKISA, MPA and Hong Kong Internet Service Providers Association supported an 'Infringing Website List' (IWL) press conference co-organised by the Hong Kong Creative Industries Association (HKCIA) and Office of the Hon. Ma Fung-kwok.



IWL PILOT SCHEME CUTS AD PROFIT TO PIRACY WEBSITES AND REDUCES TRAFFIC BY 14% (cont'd)

Right: HKISA, MPA and Hong Kong Internet Service Providers Association supported an 'Infringing Website List' (IWL) press conference co-organised by the Hong Kong Creative Industries Association (HKCIA) and Office of the Hon. Ma Fung-kuok.



HKISA STEPS UP CONTENT-PROTECTION TRAINING SEMINARS

Below: Group photo at the training seminar for the Taiwan Federal Bureau of Investigation, Ministry of Justice (MJIB)



On October 4, HKISA assisted Content Overseas Distribution Association (CODA) of Japan to conduct a training seminar for the Hong Kong Customs and Excise Department (C&ED), the leading IPR enforcement agency in Hong Kong. Mr. Li Kin-kei, Group Head, Intellectual Property Investigation Bureau, made the opening remarks on behalf

of the C&ED. The interactive seminar, supported by speakers from Japan Agency for Cultural Affairs, CODA and its member company (Bandai Visual), provided frontline enforcement officers with the latest information on current online and high definition infringement trends, successful counter-measures taken against online piracy in Japan, and the identification of infringing products containing TV and movie content. The seminar was well received by over 60 attendees, including 50 frontline enforcement officers.

On December 15, HKISA assisted CODA to conduct a similarly themed content protection seminar in Tainan for the Federal Bureau of Investigation, Ministry of Justice (MJIB), the leading IPR enforcement agency in Taiwan. The interactive seminar, supported by speakers from CODA and its members and hosted by the MJIB, was well received by 48 attendees, including 43 frontline enforcement officers. ■

Below right: Group photo at the training seminar for the HKC&ED.



ISP SYMPOSIUM ENCOURGAGES MOMENTUM FOR IWL

On December 18, HKISA and the Hong Kong Internet Service Providers Association (HKISPA) co-organised the 10th ISP Symposium in Hong Kong, which this year focused on the opportunity for the IWL scheme to reduce advertising revenue

to pirate websites. Delegates included Hong Kong Legislative Council Members, Hong Kong Customs, Macau Customs, IPR stakeholders and representatives from ISPs, Data Centers and Net Mission Ambassadors. ■

Right: Delegates pose for a group photo at the 10th ISP Symposium in Hong Kong.



INDONESIA

CREATIVE COMMUNITY IN INDONESIA LAUNCHES IWL SCHEME



On October 10, the Indonesian Government's Creative Economy Agency (BEKRAF), together with the producers' association (APROFI), the music association (ASIRI), the advertisers' association and the MPA, launched the Indonesian Infringing Website List (IWL). A press announcement was hosted at the opening of the ICAD APROFI MPA Film Workshop at the Grand Kemang Hotel in Jalan Kemang Raya, Jakarta Selatan, to an audience of over 200 filmmakers, musicians, advertising representatives and media. ■

Right: Delegates at the press announcement of the Indonesian Infringing Website List (IWL).

INDIA

ROBUST COPYRIGHT KEY FOR GROWTH OF CREATIVE INDUSTRIES

Since the announcement of the National IPR Policy in 2016, MPDA has engaged with the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry and local industry partners to advocate the need for strong copyright protection measures to safeguard creative industries.

In July, MPDA called for robust legislative

framework to protect the copyright industries at the Conference on Copyright and the Creative Economy organized by FICCI in association with DIPP. The event featured several panel discussions focused on the role of copyright in the growth of creative industries and was attended by senior officials from DIPP, the Copyright Office and

ROBUST COPYRIGHT KEY FOR GROWTH OF CREATIVE INDUSTRIES (cont'd)

MPAA member studios.

In August, MPAA member studio, Viacom 18, partnered with the Cell for IPR Promotion and Management (CIPAM), DIPP, to create awareness videos, featuring popular animated characters of its flagship kids' channel

Nickelodeon (Motu-Patlu) to raise awareness that creative content piracy is equivalent to stealing. These videos were launched at the National Workshop on Enforcement of IPRs organized by DIPP.

Between September and December, MPDA highlighted the need for stakeholder co-operation and administrative site-blocking at various forums including the International IP Skills Summit (Future of Copyright in a Digital Age), Fast Track India: Digital Building Blocks, and the LES Workshop on Innovation and IPR which focused on the need for creation, development, protection and role of licensing and regulatory compliances of IP in the digital age through the adoption of various strategies. ■

Left: Screenshot of Motu Patlu



Above: FICCI Conference: Driving Economic Growth through Creative Industries – (from left to right) Uday Singh, MD, Motion Picture Dist. Association (India) Pvt. Ltd; Jagdish Swaroop, Spl. Officer Minority Cell, Copyright & ISBN; Ameet Datta, Partner, Saikrishna & Associate; Vikas Gupta, President, Association of Publishers in India & MD, Wiley India; Aditi Maheshwari-Goyal, Director, Copyrights and Translation Department, Vani Prakashan; Vijay Singh, CEO, Fox Star Studios



Above: IP Skills Summit Chair Room Discussion: Future Of Copyright In A Digital Age: Challenges And Opportunities – (from left to right) Avnindra Mohan, President (Legal & Regulatory), Zee Network; Uday Singh, Managing Director, Motion Picture Dist. Association (India)



Right: LES Workshop – (from left to right) Shikha Singhi, Head, Film/Music Acquisition, Times Group; Sanjay Mehra, Head, Multimedia and Partnerships, ANI Media Pvt. Ltd.; Uday Singh, Managing Director, Motion Picture Dist. Association, India; Tanvi Bhatia, Licensing Manager India, Pearson Group; Prashant Verma, Head, Content Licensing & Partnerships, South Asia, Dow Jones & Co.

'LAUNCH YOUR SCRIPT' BACKS NEW INDIAN FILM PROJECTS FOR ASIA PACIFIC RECOGNITION

In September, MPDA India collaborated with the Screenwriters Association, India (SWA, India), and APSA, to encourage inclusion of more Indian writers in the MPA APSA Academy Film Fund. The Screenwriters Association (SWA) represents the interests of many of the leading screenwriters and lyricists in India. As a result of the exercise, script treatments from ten SWA members were short-listed for consideration for the 2017 script development grant.

Additionally, two awards were offered exclusively for SWA members. Anusha Rizvi

(with her story THE GREAT SHAMSUDDIN FAMILY) won the opportunity to attend the MPA's 5-day Film Immersion Course in Los Angeles, including an introduction to the American Film Market.

Furthermore, Suman Mukhopadhyay (PARADISE IN FLAMES), along with APSA Academy member and Actor, Rajit Kapur, was awarded one of the four 2017 MPA APSA Academy Film Fund grants during the 11th Asia Pacific Screen Awards held in November in Brisbane, Australia. ■



Above & right: Award winners from the Launch Your Script outreach event – Anusha Rizvi and Suman Mukhopadhyay.



DIGITAL TRANSFORMATION GATHERS SPEED

In October, the LA India Film Council and FICCI presented the 2017 Fast Track India: Digital Building Blocks, a Knowledge Series forum supported by the Centre for Content Promotion (CCP). The conference focused on the evolution of content strategies from creation to monetisation, the impact of evolving digital infrastructure on content

consumption patterns and the rise of online piracy – threats and remedies.

The digital revolution continues to accelerate across many sectors. The FICCI LAIFC KPMG report 'The Digital Journey – How OTT Platforms can Remain On-demand Ready' launched at the event, highlighted how the era of on-demand content has witnessed increased consumption across mobile screens, fuelled by massive 4G offerings from telecom operators.

Senior executives from India's motion picture, television and digital industries concluded that a Digital First and innovation-focused mindset, integration across organisational DNA, data analytics, data-protection and IP security are key pillars of a successful digital transformation. ■



Left: FICCI KPMG LAIFC Report Launch – (from left to right) MPA's Stephen Jenner; Ashish Kulkarni, Chairman, FICCI AVGC Forum; Vijay Singh, CEO, Fox Star India; Uday Singh, MD, MPA, India; Girish Menon, Co-Head, Media & Entertainment, KPMG, India; MPA's Hank Baker

MPDA URGES FORMATION OF SPECIALIZED IPR ENFORCEMENT CRIME UNIT

In the second half of the year, the MPDA has encouraged the need for a specialized IPR enforcement unit to address online piracy.

The proposition was made in July, in Mumbai, during a seminar on technology laws, organized by the Bombay Chamber. During the panel discussion on the lack of appropriate enforcement operations, MPDA emphasized the lack of IPR awareness amongst law enforcement authorities and the need for uniform IPR enforcement across India.

In August, MPDA participated in the National

Workshop on 'Enforcement of Intellectual Property Rights' organised by the DIPP, and inaugurated by Hon. Union Minister of Home Affairs, Rajnath Singh. The workshop was designed to help police officials and prosecutors across the country understand and appreciate the importance of their role in the effective enforcement of IP.

MPDA in association with the Telugu Film Chamber of Commerce (TFCC) addressed stakeholders from the exhibition industry at the annual Big Cine Expo in Chennai. At the session themed 'Piracy in a Digital Age', MPDA emphasised the need for collaborative efforts between stakeholders. Successful enforcement operations and outreach efforts with TFCC and 'Be a Movie Cop' trainings for theatre staff were highlights of the session.

Between September and November, MPDA participated in various content protection forums, including FICCI CASCADE (Committee Against Smuggling & Counterfeiting Activities Destroying Economy) Conference and the National Conference on IPR by PHD Chamber of Commerce to raise awareness on effective site-blocking measures across the Asia Pacific region, and the recent establishment of specialised IP crime units in Maharashtra and Telangana. ■



Above: National Workshop by DIPP - Piracy in Physical and Digital World: Scope, Impacts and Challenges - (from left to right) Uday Singh, Managing Director, Motion Picture Association India; Sujeet Jain, Group General Counsel, Viacom18 Media Pvt. Ltd.; Ameet Datta, Partner, Saikrishna & Associate; Blaise Fernandes, President and CEO, Indian Music Industry



Above: Technology law forum "The Enforcement Black hole - Reality Checks in the World of Ether" - (from left to right) Vijay Srirangan, Director General, Bombay Chamber; Lohita Sujith, Director, Motion Picture Dist. Association (India); N. S. Nappinai, Supreme Court Advocate, & Author - "Technology Laws Decoded"



Above: Big Cine Expo: Anti-Video Piracy - (from left to right) Rajkumar Akella, Chairman, Anti-video Piracy Cell, Telangana Film Chamber of Commerce; Lohita Sujith, Director, Motion Picture Dist. Association (India)



Above: FICCI MASCRADA: Combating Content Theft In The Digital World - Strategies and Solutions - (from left to right) Lohita Sujith, Director, Corporate Communications, MPDA (India); Abhishek Dhoreliya, CEO, MarkScan; Dewakar Mahanedru, AVP - Solutions Business, HOLOSTIK Group; M M Oberoi, IPS, Jt. Commissioner of Police Spl. Cell, Delhi Police; Sanjay Kaushik, Managing Director, Netrika Consulting India Pvt. Ltd.



Above: National Conference on IPR by PHD: IP Infringement and Enforcement - (from left to right) Lohita Sujith, Director - Corporate Communications, Motion Picture Association (India Office); Lucy Rana, Managing Associate, Intellectual Property Practice Trademarks, Copyrights, Domain, IP Enforcement, S.S. Rana & Co.; Dr. S K Jain, Dept. of Management Studies, IIT Delhi; Shantanu Sahay, Partner, Litigation, IT and E-Commerce Law Practice Group, Anand and Anand

CIPAM RAISES IPR AWARENESS THROUGH LAW ENFORCEMENT WORKSHOPS ACROSS VARIOUS INDIAN STATES

In the second half of 2017, MPDA participated in two workshops, organized by CIPAM, DIPP in Hyderabad, Telangana to raise awareness amongst law enforcement officials on the social and economic effects of content theft.

In 2017, MPDA participated in multiple workshops for police on enforcement of IPRs organized by CIPAM across various states in India, including Madhya Pradesh and West Bengal. IPR training for law enforcement officials has been made part of the training calendar at two National Police Academies in Hyderabad and Meghalaya.

These workshops were designed to ensure that law enforcement officials understand and realise the importance of their role in effective enforcement of IPRs. To ensure effective participation of police officials, various interactive activities like a quiz, skit, IP videos, and case studies etc. are also made part of the workshop besides the regular lecture sessions. In early 2017, CIPAM in cooperation MPDA and FICCI launched an IPR Enforcement toolkit for Police, which has become a ready reckoner for police officials across the country in dealing with IP crimes, specifically related to Copyright piracy, Trademark and Counterfeiting. CIPAM has disseminated the Toolkit to all State Police Departments and major industry associations across the nation. Going forward, the Toolkit will be an effective tool to assist enforcement agencies in dealing with the cases relating to Trademarks and Copyright infringement. ■



Left: Telangana State Police Workshop - Film Piracy: How it happens, Social & Economic Impacts

INDUSTRY SAYS INCENTIVES TO BOOST FILM TOURISM

In 2017, MPDA participated in two industry events to promote production and tax incentives and the growing trend of Film

Tourism. In July, MPDA moderated a panel discussion on The Power of Indian Film Industry at the 5th Edition of the MICE India Luxury Travel (MILT) Congress in Mumbai. Co-panelists from member company Sony Pictures and leading Indian production companies viz. Salman Khan Films and Dharma Productions shared insights on factors that influence the shoot of a film in a certain location and how tourism campaigns for a state or country can be evolved from films shot in a particular location. Further, in December, the LA India Film Council associated with Cinemascares, an annual Cinema Tourism Summit to highlight the Rise of Film Tourism and the need for Indian states to offer film incentives to attract both foreign and local productions. The Head, Film Facilitation Office (FFO), National Film Development Corporation (NFDC) highlighted recent steps taken by the Federal Government to attract foreign filmmakers to shoot in India including the introduction of Film Visa, exemption of import duty on temporary import of film equipment into India, easing of shooting permissions from key ministries and the FFO's efforts to promote film incentives across various states in India. Cinemascares was attended by officials from 21 locations that comprised Indian States and Foreign countries. ■



Above: Vikramjit Roy, General Manager, Executive Producer & Head Marketing, National Film Development Corporation Ltd. (NFDC) speaks during session on "Rise of Film Tourism"



Above: Lohita Sujith, Director Corporate Communication, Motion Picture Dist. Association, India speaks about the "Rise of Film Tourism"

CALLS FOR INDUSTRY COLLABORATION AT MPA SEMINAR

On October 26, the MPA co-hosted with Japanese film industry partners, the 7th Annual MPA Seminar at 30th Tokyo International Film Festival. The Seminar opened with research on the current state of the local film and television industry, including an analysis of online piracy across Japan. According to the data, in Japan alone, one in four (24 percent) of internet users accessed sites or applications used for online piracy via desktops on average per month in the first half of 2017. The report found that there were 7.7 billion total visits to unlicensed anime video sites globally in 2015.

The Seminar then focused on identifying new collaborative ways to protect the valuable work of filmmakers not only in Japan, but on a global level. Speakers included Hugh Stephens, a copyright specialist based in

Canada, who presented on the successful implementation of site blocking in over 40 countries around the world.

Representatives from Japan's creative content protection agency, CODA, agreed that local coalitions, involving a wide range of companies and associations in the film, television, music, publishing, advertising, telecommunications sectors, and supported by government, are well placed to make progress on promoting and protecting the creative industries.

At this year's Seminar, Senator Dodd was joined by TIFF programmer and producer, Yoshi Yatabe, a member of the International Jury at the 11th Asia Pacific Screen Awards, to announce the 2017 selection panelists for the MPA APSA Academy Film Fund. ■



Above: Guests and speakers of the 7th Annual MPA Seminar in conjunction with the 30th Tokyo International Film Festival



Above: TIFF programmer and producer, **Yoshi Yatabe**, a member of the International Jury at the 11th Asia Pacific Screen Awards in Brisbane, announces the 2017 selection panelists for the MPA APSA Academy Film Fund

NEW ANTI-PIRACY TRAILER LAUNCHED AT SHORT FILM FESTIVAL IN TOKYO

On June 11, the MPA partnered with the Short Shorts Film Festival & Asia, the biggest short film festival in Japan, to launch a brand new anti-piracy consumer campaign aimed at

encouraging young Japanese audiences to access content via legitimate channels, and present a 5-day film immersion course prize to the winner of the short film competition. ■



Above: Prize presentation during the Short Shorts Film Festival & Asia 2017 in Tokyo



Above: Screenshot of new anti-piracy consumer campaign in Japan

EMERGING FILMMAKERS TAKE DOWN TIPS AT BUSAN MASTERCLASS

From October 18 to 20, MPA Korea successfully collaborated with the Busan International Film Festival's two major filmmaker platforms – the Asian Film Academy (AFA) and Platform Busan – to support emerging filmmakers from the Asia Pacific.

MPA first partnered with the AFA, an incubator for aspiring filmmakers around the Asia Pacific, to host a two-day film workshop, 'Bridge to Hollywood'.

The first day of the workshop involved a panel discussion titled, 'Pitching, Developing and Budgeting a Film Project', which served as a great opportunity for participants to hear first-hand experiences from seasoned film professionals. On the second day of the workshop, emerging filmmakers went head to head to pitch their own film projects and receive valued feedback from their experienced mentors, including Hollywood producer Jon Kuyper (THE GREAT GATSBY, THE HOBBIT, MAD MAX: FURY ROAD), and Korean producer Young Kim (TALE OF TWO SISTERS).

MPA Awards were won by two AFA fellows, Oscar Zhang from China and Aw See Wee from Malaysia for their standout film projects, ONLY IF WE WERE FISH and CAUSEWAY.

Subsequently, MPA conducted a masterclass with Platform Busan, a networking and exchanging venue for independent filmmakers around Asia Pacific. Hosting the masterclass, film producer Jon Kuyper provided valuable lessons and insights on how to tailor the vision of your film to a budget. ■



Above: Group photo of participants and mentors at the AFA-MPA Film Workshop during the Busan International Film Festival.



Above: Workshop participants congratulate award winners.



Above: Film producer **Jon Kuyper** shares advice with film pitch competition participants.



Above: Group photo at the award presentation ceremony during the closing ceremony of the Busan International Film Festival.

COPYRIGHT AGENCIES LINE UP TO BE COUNTED ON CONTENT PROTECTION

The MPA participated in a series of copyright forums organised by public and private agencies during the months of October and November.

In the first of these events, Copyright Overseas Promotion Association (COA), a private copyright protection organisation working to promote and protect the copyrighted works of Korean content abroad, hosted their inaugural copyright forum during the Busan International Film Festival. At the forum themed, 'Film Piracy: How to Protect Your Films

in the Digital Age', MPA's Michael Kwan spoke about adopting a holistic strategy to address internet piracy and shared his views on some of the challenges to anti-piracy response such as takedown, site-blocking and reinforcing copyright law.

On October 17, Korea Copyright Commission's Seoul Copyright Forum – dubbed as the most prominent IPR-related conference in Korea – marked its 10th anniversary. At the forum titled 'Reviewing the Role and Responsibility of OSPs in the Era of Hyper Connectivity', MPA's Edward Neubronner addressed the need to grow and sustain a healthy digital ecosystem. The copyright forum involved the participation of many leading IPR academics and stakeholders.

On November 1, Korea Copyright Protection Agency (KCOPA) launched its 2017 International Copyright Technology Conference themed around copyright technology in the era of artificial intelligence. The MPA's Michael Kwan took part in a session on the challenges of new technologies and discussed the opportunities for tackling infringing apps using artificial intelligence.■

Left: (From left to right) Prof. Jong-weon Kim (Sangmyung Univ.); **Jeremy Banks** (Director, Anti-piracy, IFPI); **Tae-yong Yoon** (President, Korea Copyright Protection Agency); MPA's **Michael Kwan**; **Prof. Kyu-ho Lee** (Chung-Ang Univ.)



STUDENTS LEARN THE ABC'S OF COPYRIGHT

In September, MPA Korea reached out to college and elementary school students as part of its mission to educate the public about protecting and respecting copyright. Sessions on global copyright infringement and solutions currently employed by movie studios were conducted for students majoring in IPR studies in Sangmyung University, while pupils at

Busan Elementary School learned the importance of protecting copyright thanks to MPA's educational video cartoon. On September 13, audiences attending a special screening of *AMERICAN MADE*, were encouraged to choose only legitimate content.■



Above: IPR Education for Sangmyung University students



Above: IPR cartoon given out to elementary school children

JAIL TIME A DETERRENT FOR WOULD-BE SPVOD LEAKERS

From 2015, MPA has supported member studios in taking criminal actions to curtail Super Premium VOD leaks, which can severely impact the legitimate sales of film titles. While the early availability of SPVOD titles is proving popular to audiences, the risk of digital source leakage at the time of release and the subsequent illegal online distribution continues to negatively affect content providers and service platforms.

According to a report by the Korea Copyright Protection Agency in 2017, the damage to the legitimate content market caused by piracy equates to nearly KRW 1.2 trillion (USD 1 billion)

annually. Meanwhile, it was revealed that some popular cyberlockers make almost USD 1.8 million per year and torrents earn millions of dollars annually from local ad sales in Korea.

Over the course of two years, criminal referral cases involving more than twenty titles were filed and offenders sentenced with fines of up to USD 2,800. However, the most recent court decision saw the offender receive a suspended eight month jail term with a two year probation. It is hoped that the handing down of suspended jail sentences for copyright crimes should prove a greater deterrent to potential SPVOD leakers. ■

MALAYSIA

STAKEHOLDERS COMMIT TO IMPROVING DIGITAL ECOSYSTEM FOR CONTENT CREATORS

On October 10, in Kuala Lumpur, content creators and distributors from the local film and television sectors joined government officials to attend a one-day forum entitled 'Developing a Vibrant Digital Ecosystem for Malaysia's Creators'.

Organised by the Centre for Content Promotion (CCP) and the Communications and Multimedia Content Forum of Malaysia (CMCF), the conference highlighted recent international developments in online governance, including a regional overview by CCP Founding Director and Counsel, Frank Rittman, highlighting legislative momentum in support of site blocking, while noting concerns about the continued proliferation of illicit streaming devices and their impact on content providers and pay-TV operators.

Former UK Parliamentarian and IP Adviser to the Prime Minister, Mike Weatherley, delivered a keynote address identifying 'Best Practices from the United Kingdom', detailing a series

of reports he authored on proposals for online governance reform that have all since been adopted there and served as models for similar initiatives in other jurisdictions.

Dato Norman Abdul Halim, President of the local Film Producers' Association, encouraged government officials in attendance to take heed of rights owners' concerns and to maintain their resolve to disrupt online infringement, citing the results of recent enforcement actions undertaken by the authorities in Malaysia. Research examining six waves of site blocking orders between May 2014 and January 2017 showed an average 70% decline in traffic to the pirate sites involved following each wave of action.

The afternoon session included the announcement by representatives from the MPA and the Malaysian Media Specialists Association of a new private sector 'Infringing Website List' initiative, intended to address online piracy by disrupting the flow of advertising revenues to pirate website operators. The announcement came on the heels of similar initiatives undertaken elsewhere throughout the region in 2017, in markets including Hong Kong, India, Indonesia, Taiwan, and Vietnam.

Other Government representatives in attendance who spoke during the open discussion session included officials from the Royal Malaysian Police, the Malaysian Communications and Multimedia Commission, the Malaysia Intellectual Property Corporation of Malaysia, and the Ministry of Domestic Trade, Co-operatives, and Consumerism. ■

Below: Guest speakers pose for a group photo at the conference



NZ'S FIRST COPYRIGHT SEMINAR IDENTIFIES CONSENSUS FOR ROBUST LEGAL MEASURES

On October 16, NZSA held New Zealand's first seminar devoted solely to copyright.



The seminar, entitled 'Balancing Copyright in New Zealand', was organised in association with Recorded Music New Zealand (RMNZ). The seminar was very well-attended and brought together industry players, academics, government and lawyers to discuss issues that will be relevant as New Zealand reviews its Copyright Act. Dr Ruth Harley, the former CEO of the New Zealand Film Commission, provided the opening address for the seminar, while US academic, Dr. George Ford, contributed insights into how best to develop copyright policy for the digital age. ■

Above: Dr. George Ford speaks at NZ copyright seminar 'Balancing Copyright in New Zealand'.

NZSA AWARDS STUDENT SCHOLARSHIPS

For the first time NZSA is working with the law school of Victoria University, one of New Zealand's leading law schools, to sponsor two student scholarships to undertake research. The scholarships will be supervised by the law school's Chair in Law, Professor Graeme Austin. The students will provide research

papers on the suitability of New Zealand's current safe harbours for the digital age, and the applicability for any data mining exception in the Copyright Law. Both papers are being prepared with a view to being provided to the government as relevant academic research as they review the Copyright Act. ■

TAIWAN

NEW WEBSITE 'CUEME' AIMS TO BE GO-TO SOURCE FOR ALL-THINGS COPYRIGHT

On September 6, the MPA partnered with local industry stakeholders to launch CueMe – a new commentary website for Taiwan aimed at informing the debate on the growth of the creative industries. It covers topics

such as: growth of legitimate digital services for consumers; improvements made in the exhibition and television experience; content protection initiatives in Taiwan and around the world, such as site-blocking, the infringing

Right: Group photo of local creative community representatives at the launch of CueMe.



NEW WEBSITE 'CUEME' AIMS TO BE GO-TO SOURCE FOR ALL-THINGS COPYRIGHT (cont'd)

website list, search, notice and staydown, and technological breakthroughs; research on the levels of piracy in Taiwan, consumer research

on the behaviours and habits of audiences; and government policies affecting the creative business and those who work in them.■



Above: MPDA's **Chen Jiun Rong** presents on findings from the updated economic contribution of Taiwan's film and TV industry report.



Above: TIPO director of copyright division **Mao Hao Chi** speaks on the IWL initiative in Taiwan.



Above: Director **Chang Po Jui** shares insight on site-blocking.

CONFERENCE VOICES CONCERN OVER ONLINE THREATS TO CONTENT INDUSTRY

On October 19, at Chinese Culture University in Taipei, government and industry representatives joined local scholars and international experts to present an international copyright conference entitled 'The Continued Evolution of Online Governance'.

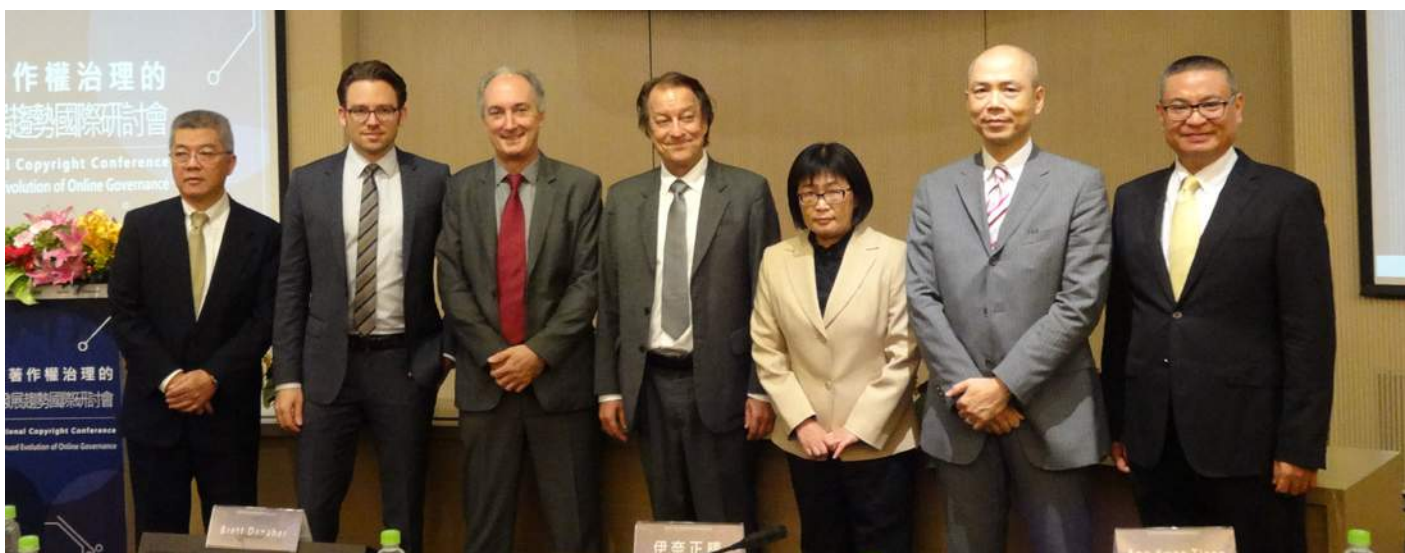
Organised by the Centre for Content Promotion (CCP), Chinese Culture University (CCU) with support from the Taiwan International Federation of Creative and Technology (TIFOCAT), Soochow University and the National Taipei University of Technology, the conference examined recent local and international developments in online governance and the concerns of Taiwan's film and television producers and the operators of legitimate online distribution platforms.

Taiwan Intellectual Property Office (TIPO) Director General Yu-Ying Chang was among

those providing welcoming remarks to the more than 100 attendees, and TIPO Section Chief, Copyright Division, Yi-Chin Chen participated in a lively panel discussion – televised in local news reports that evening – comprised of industry representatives from the Satellite Television Broadcasting Association and online video platform operators LiTV and iQYi.

CCP Founding Director and Counsel Frank Rittman provided a global overview of recent developments in both online governance as well as online piracy, while former UK Parliamentarian and Intellectual Property Advisor to the Prime Minister, Mike Weatherley, delivered a keynote address on 'Best Practices Learned from the UK', which examined a number of governance initiatives he proposed that have seen proven effective in deterring piracy.

Below: Guest speakers at the international copyright conference in Taipei entitled 'The Continued Evolution of Online Governance'.



CONFERENCE VOICES CONCERN OVER ONLINE THREATS TO CONTENT INDUSTRY (cont'd)

Economist Dr. Brett Danaher, who has researched the effect of infringing copyright site blocking in terms of both traffic to the blocked sites as well as traffic to legitimate distribution sites in various jurisdictions throughout the world, presented a summary of his findings while a representative from Japan's Content Overseas Distribution Association (CODA) provided a comprehensive report concerning ongoing developments in that important market.

A panel moderated by Grand Justice Ming-Cheng Tsai comprised of local university professors and a prominent local attorney examined Taiwan's legal regime in terms of online governance, followed by a report from

by a senior representative from Taiwan's National Communications Commission. A general discussion involving all the speakers and attendees closed the event.

In addition to the featured panellists, several other local industry representatives voiced concern to government representatives in attendance about the effect that gaps in Taiwan's legislation – particularly site-blocking against infringing mainland sites targeting Taiwan consumers – have on the future and continued growth of legitimate online distribution models. They urged administrators and legislators to take note of international trends and developments for the benefit of Taiwan's consumers and creators. ■

VIETNAM

GAME SHOW SPICES UP COPYRIGHT SCHOOLING

On September 6, the MPA partnered with local industry stakeholders to launch CueMe – a new commentary website for Taiwan aimed at informing the debate on the growth of the creative industries. It covers topics such as: growth of legitimate digital services for consumers; improvements made in the exhibition and television experience; content

protection initiatives in Taiwan and around the world, such as site-blocking, the infringing website list, search, notice and staydown, and technological breakthroughs; research on the levels of piracy in Taiwan, consumer research on the behaviours and habits of audiences; and government policies affecting the creative business and those who work in them. ■



Above: Students participate in a game show on copyright protection.



Above: Guests and participants pose for a group photo at the closing of the event.

WORKSHOP OFFERS UP SOLUTION TO COMBATING ONLINE PIRACY

In August, the MPA joined the Authority of Broadcasting and Electronic Information (ABEI) to organise a workshop 'Copyright Protection: Action and Solutions'. During the event, two proposals were made to improve the ability for rights holders to report infringements to the relevant authorities – ABEI and the Ministry of

Communications, and to coordinate with ISPs to take down infringing websites and links. The proposals were welcomed by the participants, and the Vietnam Copyright Association's members are expected to test the procedures in the coming months. ■



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