

MOTION PICTURE ASSOCIATION



Above: Charlie Rivkin
and Korean President
Yoon Suk-yeol

HOSTED KOREAN PRESIDENT YOON AT MPA HEADQUARTERS

On April 27, MPA hosted President **Yoon Suk-yeol** at our global headquarters during the President's state visit to the United States. MPA Chairman and CEO, **Charlie Rivkin**, hosted the *Global Creative Industry Leadership Forum*, along with **Belinda Lui** – President and Managing Director, Asia-Pacific, MPA, senior representatives from all six MPA studios, and leading Korean content creators. Korean Culture Minister **Park Bo-Gyoon** also joined the visiting delegation. President Yoon pledged to ease regulation and support cultural cooperation between U.S.

companies and Korean creators. "I think the world is a single market," Mr Yoon offered during the Forum. "Any regulatory hurdles that prevent closer cooperation will be removed," he added. "If you point it out, we will definitely remove it and get rid of it. We will do so, so that Korea's film and cultural markets can be incorporated into the global market." Participants in the Forum discussed the importance of a predictable content production and distribution ecosystem rooted in open markets, strong copyright, and international trade rules. ■

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HOSTED KOREAN PRESIDENT YOON AT MPA HEADQUARTERS (cont'd)



Above: Representatives of MPA studios, with Korean President Yoon Suk-yeol

MOTION PICTURE ASSOCIATION CHAIRMAN & CEO CHARLIE RIVKIN VISITS AUSTRALIA

MPA Chairman and CEO, **Charlie Rivkin**, and MPA Asia-Pacific President and Managing Director **Belinda Lui**, visited Australia.

On October 17, Charlie Rivkin featured as a guest speaker at SXSW Sydney. He was joined on stage by **Mark Scott** – Vice-Chancellor and President, the University of Sydney, and previously Managing Director of the Australian Broadcasting Corporation (ABC), to discuss the success of the Asia Pacific screen industry. They

explored topics such as Australia's significance as a regional production hub, soft power, piracy, and the global success of *Bluey* (an Australian children's TV show).

On October 18, MPA hosted a panel *How the Korean Content Industry Conquered the World* at SXSW Sydney, moderated by SBS's **Fiona Williams** and featuring head of content for regional streaming service, Viu, Marianne Lee, film critic & commentator, **Sung-eun Yoon**, and film and television director, **Yoon-Seong Kang** (*Big Bet/Casino*, *The Outlaws*, *Long Live the King*). The session delved into the factors contributing to Korea's Hallyu wave, including light-touch regulation, government support and policies that incentivize the screen sector.

On October 20, MPA met with director/producer **George Miller**, producer **Doug Mitchell**, NSW Premier **Chris Minns**, NSW Arts Minister **John Graham**, and Screen NSW's **Kyas Hepworth** for a preview of Warner Bros. Discovery's upcoming feature film *Mad Max: Furiosa*. The group talked about the crucial role of federal and State production incentives in drawing significant projects to Australia. ■



Above: (L-R) Fiona Williams, Marianne Lee, Yunsung Kang, Sung-Eun Yoon



Above: George Miller, Charlie Rivkin and Doug Mitchell



Above: (L-R) Belinda Lui, Kyas Hepworth, John Graham, Chris Minns, Charlie Rivkin and Paul Muller

MPA'S GAIL MACKINNON ATTENDS BUSAN INTERNATIONAL FILM FESTIVAL

On October 4, MPA's Senior Executive Vice President for Global Policy & Government Affairs, **Gail MacKinnon** and MPA Asia-Pacific President and Managing Director, **Belinda Lui**, attended the opening night of the Busan

International Film Festival. The following day, Korean Film Council (KOFIC) Chairman **Park Ki-yong** and Gail MacKinnon delivered opening remarks at the inaugural MPA X KOFIC American Film Night. This event, a celebration of U.S. and Korean filmmaking, took place during the 70th Anniversary of U.S.-R.O.K. relations. Notable guests included **Steven Yeun** (*Beef*, *Burning* and *The Walking Dead*) and U.S. producer **E. Bennett Walsh** (*Meg 2: The Trench*, *Mortal Kombat*, *The Amazing Spider-Man 2*, and *After Earth*). On October 7, the MPA hosted the MPA Chanel x BAFA Film Workshop, featuring a masterclass by **E. Bennett Walsh** and a feature film pitch competition for filmmakers participating in the Asian Film Academy.

Korean Film Council Chairman **Park Ki-yong** hosted the MPA for a working lunch with CEOs from South Korea's leading distribution and exhibition companies, where the consensus was that the future looked bright for further collaboration between the Korean and American screen industries. ■



Above: Gail MacKinnon and Belinda Lui at Busan International Film Festival opening night



Above: Gail MacKinnon and Belinda Lui at Busan International Film Festival opening night



Above: Masterclass by E. Bennett Walsh at the MPA Chanel X BAFA Film Workshop



Above: Feature film pitch competition for filmmakers participating in the Asian Film Academy

HIGH-TECH IN FOCUS AT MPA BEIJING INTERNATIONAL FILM FESTIVAL (BJIFF)

MPA China participated in the 13th Beijing International Film Festival (April 22-29), which returned to its normal calendar schedule as an in-person event. On April 25, the MPA partnered with the Beijing Film Market to host the annual feature film project pitch competition. *Song of a Female*

Trucker won the MPA Grand Prize and *A186* won the MPA President's Special Recognition Prize. The two prize winners won a trip to Los Angeles to take part in the MPA - LATC Film & Television Immersion Course held in November during AFM.

On April 27, MPA China hosted a film workshop themed *Film and TV IP Assets and the Digital Future of the Metaverse*. The workshop included panel sessions: one focused on Film and TV Technology, AIGC, and Content Creation in the Metaverse, featuring key figures such as **Gong Caichun** – Secretary General and Vice Chairman of the Meta Universe Expert Committee of the Beijing Information Industry Association, **Huang Dai** – SVP, TV Distribution, Sony Pictures Entertainment, Greater China, **Lu Yangming** – President of the Huawei Hybrid Cloud, **Ma Ping** – Deputy GM, National Digital Film Production Base, **Xing Jie** – Deputy Secretary General of Cultural Metaverse Professional Committee, China Cultural Industry Association, **Zhu Liang** – iQIYI Vice President and Head of Intelligent Production.



Above: MPA BFM Film Workshop prize winners



Above: MPA BFM Film Workshop guests and executives from MPA member company studios



Above: MPA BFM Film Workshop panel discussion

HIGH-TECH IN FOCUS AT MPA BEIJING INTERNATIONAL FILM FESTIVAL (BJIFF) (cont'd)



Above: Run for Fun-Team Universal

The second panel discussed the Development of Digital Assets and the Chinese Film and Television Ecosystem, with participants including **Cheng Jiaqi** – President of Fosun Film/TV and Cultural Group, **Li Jie** – President of Alibaba Pictures and CEO of Taopiaopiao, **Li Ning** – Senior Vice President of New Classic Media and President of New Classics Pictures, **Lu Chuan** – Director (*Mountain Patrol* (2004), *City of Life & Death* (2009)), **Yin Chao** – CEO of TMeng Pictures, **Gillian Zhao** – President of Warner Bros. Discovery China.

On April 22, MPA supported the BJIFF Run for Fun mini-marathon rally. MPA invited member studios and other foreign film companies to the event, and representatives from Paramount, Universal and Legendary Pictures attended. ■

MPA SUPPORTS INDIE FILMS AT WILDFLOWER AWARDS



On May 24, MPA presented the MPA Producer of the Year Award at the 10th Wildflower Film Awards Ceremony in Seoul. The award went to **Kim Ji-hyung**, producer of the film *Cassiopeia* (2022), granting him an invitation to attend the Asia Pacific Screen Awards and Academy Forum in November in Australia. These awards celebrate independent filmmaking in South Korea and serve as a great way for the MPA and the independent film community to engage with one another. ■

Left: presentation of MPA Producer of the Year Award at the 10th Wildflower Film Awards Ceremony in Seoul

FILMMAKERS TALK CHALLENGES OF THE DIGITAL AGE AT SHANGHAI INTERNATIONAL FILM FESTIVAL (SIFF)



Above: Panel featuring Feng Wei, Cao Ya Li, Gao Qun Yao, Jiang Xiao Li, Huang Dai and Ya Ning

On June 12, the MPA hosted several events during the 25th Shanghai International Film Festival (SIFF). In the afternoon, we hosted the 9th Global Film Industry Value Chain Development Forum. **Huang Dai** – SVP, TV Distribution, Sony Pictures Entertainment, Greater China, joined high-profile Chinese filmmakers and industry leaders on two panel sessions for a deep-dive discussion into the opportunities and challenges for film and television in the digital age. The forum was well attended and well received by senior industry and government officials. In the evening, MPA hosted the annual American Film Night and a special screening of *Transformers: Rise of the Beasts*, co-hosted with Paramount Pictures. ■

FILMMAKERS TALK CHALLENGES OF THE DIGITAL AGE AT SHANGHAI INTERNATIONAL FILM FESTIVAL (SIFF) (cont'd)



Above: Special screening of *Transformers: Rise of the Beasts*

FILM PROJECTS FROM IRAQ, GEORGIA, SINGAPORE AND INDIA SUPPORTED BY MPA APSA ACADEMY FILM FUND



On November 3, the MPA, along with special guest jury member **Marissa Anita** (*Yuni*, *Impetegore*, *Ali & the Queens*), unveiled the recipients of the 14th MPA APSA Academy Film Fund at the 16th Asia Pacific Screen Awards (APSA). This initiative has already supported 52 projects from 27 countries and areas in the Asia Pacific region, with films produced through the fund achieving recognition at prestigious events like the Academy Awards®, the Silver Bear, and the international Emmy Awards.

This year's grant winners include **Ahmed Yassin Al-Daradji** for the Iraqi tale *Madness and Honey Days*, **Tamar Shavgulidze** from Georgia presenting *Vika*, **Anthony Chen** from Singapore for *We Are All Strangers*, and Indian writer, director, and producer **Rima Das** for *Malati, My Love*.

On May 11, during DANAFF's Filmmaker Networking event, MPA opened submissions for this year's MPA APSA Academy Film Fund. The panelists for this year's fund include Indonesian actress **Marissa Anita**, Director of Film Bazaar India **Leena Khobragade**, and Jury Chair Australian film distributor and producer **Andrew Pike**. ■



Top Left: Ed Neubronner and Marissa Anita

Left (L-R): Ed Neubronner, June Tan, Des Power, Olivia Gane, Stephen Jenner

MPA ASIA PACIFIC PRESENTS SIDDHARTH ROY KAPUR WITH COPYRIGHT EDUCATOR OF THE YEAR AWARD AT CINEASIA

Each year, at CineAsia, the region's foremost gathering for exhibitors and distributors, the MPA Asia Pacific recognizes an individual who has made a significant contribution to promoting and protecting our industry.

On December 7, the *MPA Asia Pacific Copyright Educator of the Year Award* was presented to **Siddharth Roy Kapur** – Founder & Managing Director of Roy Kapur Films.

Below: Belinda Lui and the 2023 MPA A.C.E. Award recipient **Siddharth Roy Kapur**



Presenting the Award, President and Managing Director, Asia-Pacific, MPA, **Belinda Lui**, acknowledged Kapur had advocated for a modern film ratings system, effective content protection for rights holders, competitive film incentives at both the federal and state level, and most recently he voiced his support for the Union Cabinet's amendment to the Cinematograph Act.

The MPA Asia Pacific Copyright Educator Award is currently in its seventeenth year. Past recipients include Chair of the Vietnam Film Development Association (VDFA), **Dr. Ngo Phuong Lan** (2022), Indonesian producer and industry leader **Linda Gozali** (2019), noted Japanese filmmaker **Masakuza Kubo** (2018), Australian film industry leader, **Graham Burke** (2017), Indian distributor and industry leader **Rajkumar Akella** (2016), Indonesian filmmakers **Sheila Timothy** (2015) and **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). ■

MPA ASIA PACIFIC PARTICIPATES IN THE ASIAN ACADEMY CREATIVE AWARDS



Above: (L-R) June Tan, Rachel Ng, Jean Yeo, Imillya Roslan, Derek Wong, Stanley Hsu, Celine Kao



Above: MPA's Trevor Fernandes with Sarimah Ibrahim, presenting the Best Sound Award

In 2023, MPA continued its partnership with the Asian Academy Creative Awards. The organization is also supported by Netflix and Warner Bros. Discovery.

On July 26, MPA's **Trevor Fernandes** joined industry experts from the Asia Pacific region to discuss the transformation of artificial intelligence and its impact on the film and television ecosystem as part of the Asian Academy of Creative Arts (AACA) Masterclass series.

On December 6, MPA's **June Tan** moderated the *Best Original Productions by a Streamer or OTT Panel* during the National Winners Conference 2023, hosted by the Asian Academy Creative Awards. The panel included **Celine Kao**, Associate Producer & Writer & **Stanley Hsu**, Executive Producer; **Derek Wong**, Head of Originals-SEA & MEA, Viu; **Imillya Roslan**, Director of Production, Viu Malaysia; **Jean Yeo**, Creative Director, Ochre Pictures & **Rachel Ng**, Assistant Lead, Content Commissioning, Mediacorp Pte Ltd.

MPA's **Trevor Fernandes** also co-presented the Best Sound Award with Malaysian Actress, **Sarimah Ibrahim** at the Asian Academy Creative Awards' ceremony on December 7. ■

In 2023, MPA was delighted to meet with many of its friends and partners across the region. Discussions involved the benefits of attractive incentive programs and how a market may develop as a major regional production hub.

FILM & TV PRODUCTION OFFSETS BOOST AUSTRALIAN ECONOMY BY \$16.5 BILLION

In February 2023, the MPA and the Australia New Zealand Screen Association (ANZSA) launched a study on the Impact of Film and Television Production Incentives in Australia, conducted by Olsberg SPI. The report revealed that Australia's various production incentives, including the PDV Offset, Producer Offset, and Location Offset & Incentive, have driven production growth, supported job creation,

and stimulated the local economy. The event featured speakers such as **Jon Kuyper** (moderator) – Partner & Producer, SERVO Production Services, **Jonathan Olsberg** – Chairman, Olsberg SPI, **Luke Hetherington** – Executive in Charge, ILM, **Schuyler Weiss** – Managing Director, Producer, Bazmark, **Jennifer Cornwell** – Film Production Manager and **Kate Marks** – CEO, AusFilm. ■

Below: (L-R)
Schuyler Weiss,
Luke Hetherington,
Jennifer Cornwell,
Kate Marks,
Jon Kuyper



NETFLIX SERIES SWEET TOOTH GENERATED USD\$41.3 MILLION FOR NZ GDP



Above: (L-R) Cliff Curtis, Robyn Grace, Dave Garbett, Mel Turner, Nick Bassett, Amanda Neale

In April 2023, MPA successfully launched the Economic Impact Study of season one of the TV series *Sweet Tooth*, produced by Warner Bros. Television for Netflix and filmed entirely in New Zealand. The study, conducted by Oxford Economics and commissioned by MPA, found the show stimulated over NZ\$66 million (USD\$41.3 million) in contribution to New Zealand's GDP in 2020 and hired a total of 1,180 full-time and part-time jobs in New Zealand, with New Zealanders making up 95% of the crew and 80% of the cast. The launch event featured local crew members **Mel Turner** – Co-Exec. Producer, **Robyn Grace** – Director, **Dave Garbett** – DP, and **Amanda Neale** – Costume Designer, and **Nick Bassett** – Production Designer, and was moderated by high profile actor **Cliff Curtis**.

NETFLIX SERIES SWEET TOOTH GENERATED USD\$41.3 MILLION FOR NZ GDP (cont'd)



This study not only assessed the production's economic impact but also considered its broader effects on the New Zealand economy during the COVID-19 pandemic, as the production notably contributed to local economic activity at a time when most global businesses were experiencing a significant slowdown. The report helped the Labour Government and policymakers focus on the economic contribution of such productions, finding that for every dollar rebated through the NZSPG, almost NZ\$7 in economic activity had been generated. ■

Left: Official graphic of report launch

THAILAND SETS SIGHTS ON BECOMING REGIONAL PRODUCTION SUPER HUB

On March 29, the MPA hosted *Thailand's Production Super Hub*, a one-day seminar focused on production incentives and Thailand's capacity to host high-quality international production. Speakers recognized the important steps the Thai Government has taken to ensure Thailand remains a competitive location for international production and encourage further progress and applauded the cabinet's approval for a significant increase to Thailand's film incentives giving foreign productions up to a 30% rebate on

production spend in the country. At the event, **Udom Matsayawanigul** – Director, Thailand Film Office, confirmed the cap increase from Baht 75 million (USD\$2.2 m) to Baht 150 million (USD\$4.4 m) had gone into effect from March 27.

The seminar encompassed various sessions addressing topics such as global best practises in production incentives, the performance of Thailand's incentive program, the requirements for additional capacity (e.g., studio space, infrastructure, technology, and training) to support an expanding production pipeline, the status of Thailand's animation capabilities, and case studies of successful productions in the country.

The event featured support from the Ministry of Tourism, the Ministry of Culture and the Creative Economy Agency, and involved international and local guest speakers including **Niv Fichman** – founder and President of Rhombus Media and Executive Producer of *The Sympathizer*, an HBO series shot in Thailand. ■



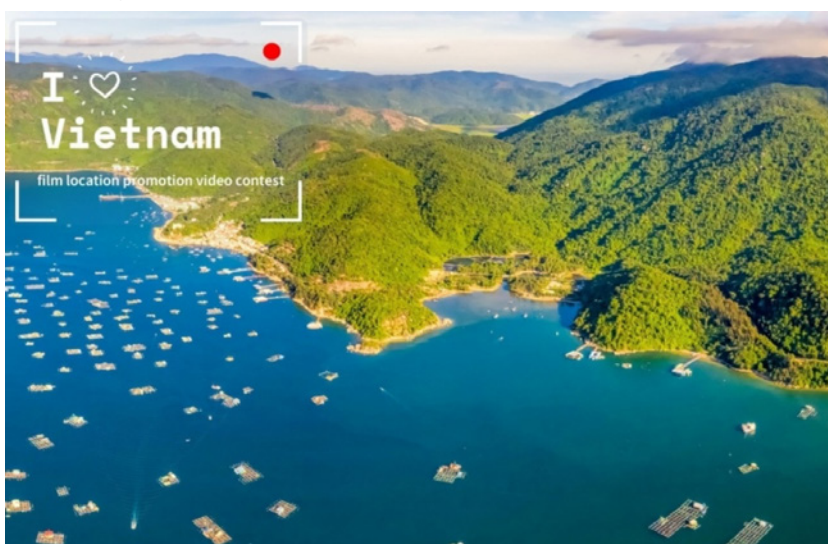
Above: international and local guest speakers including producer **Niv Fichman**, Warner Bros. Discovery's **Esther Peh** and MPA's **Stephen Jenner**

MPA LAUNCHES PRODUCTION-FOCUSED FILM COMPETITION DURING DA NANG FILM FEST

On May 9, MPA partnered on the inaugural Da Nang Asian Film Festival (DANAFF) in Vietnam, hosted by Vietnam's Minister of Culture, **Nguyen Van Hung**, and attended by U.S. Ambassador **Marc Knapper**.



Above: Da Nang Asian Film Festival (DANAFF) in Vietnam



Above: 'I Love Vietnam' competition graphic

MPA, in partnership with VFDA and with the support of the U.S. Embassy Hanoi, K+, and BHD, launched the *I Love Vietnam - Film Location Promotion Video Contest*. The contest encouraged young filmmakers nationwide to submit promotional videos showcasing why their hometowns might be ideal for film and television production. The initiative fosters discussion about the benefits of attracting international productions to Vietnam and promotes the concept of film tourism.

On May 10, the MPA participated in a seminar, *Developing the film industry - Building a Favorable Filmmaking Environment in Da Nang*. The MPA hosted **Frank Smith** - Founder IFA Media, a production company based in Singapore, and working in Taiwan, Mainland China, Thailand and Vietnam, to speak to the advantages of production incentives, and how Da Nang might adopt a long term plan to develop a sustainable industry. Speakers on the panel sessions also included, **Mr. Ha Vy** - Deputy General of Da Nang Department of Culture and Sport, **Mrs. Ly Phuong Dung** - Deputy Director General of Cinema Department, **Mr. Do Lenh Hung Tu** - Chairman of Vietnam Motion Picture Association, **Mr. Yoshitaka Sugihara** - Public Policy Japan, Netflix, **Mrs. Ngo Thi Bich Hanh** - BHD President, **Mr. Le Quy Duong** - Vice Chairman of VFDA, **Mr. Huynh Hung** - Former Deputy Director General of Culture and Sports Da Nang Department, **Mr. Franck Priot** - Former Chief Operating Officer of Film France, the French Film Commission and **Mr. Nguyen Trinh Hoan** - General Director of HK Film Company. ■



Above: Seminar in Da Nang, Vietnam

MPA ENCOURAGES THAILAND'S PRODUCTION ATTRACTION PROGRAM



On August 24, MPA gave a presentation titled *Mission Possible: The Rise & Rise of the Asia Pacific Screen Industry* at the *Creativities Unfold 2023 Symposium*, organised by the Creative Economy Agency (CEA) under the Prime Minister's Office in Thailand. The remarks noted Thailand's recent steps to attract international productions through its 30% production incentive and referenced best-in-class production incentive programs in the APAC region such as Australia's Location Offset. Opening remarks were made by **Atchaka Sibunruang** – Chairperson of Creative Economy Agency. ■

Left: MPA's **Stephen Jenner** among other featured guests

EXPERTS EMBOLDEN JAPAN'S PLAN TO ATTRACT INTERNATIONAL PRODUCTION

On October 25, MPA organized the MPA Seminar in collaboration with the Tokyo International Film Festival (TIFF), the U.S. Embassy, the Federation of Japanese Films Industry, and UniJapan. The seminar aimed to explore Japan's potential as a leading global production hub, with a specific focus on enhancing the permanent production incentive to align with international standards.

Distinguished government and industry figures graced the occasion, with attendees including Members of the House of Representatives such as **Akira Amari**, Minister **Shintaro Ito**, and **Hidehiro Mitani**. Also in attendance were TIFF Chairman **Hiroyasu Ando** and **Futoshi Nasuno**, Secretary-General of the Secretariat of Intellectual Property Strategy Headquarters at the Cabinet Office.

Japan-based producer **Georgina Pope** delivered the keynote address, detailing strategies for Japan to enhance its status as a more prominent destination for international production.

Pope also participated in a panel discussion, moderated by The Hollywood Reporter's **Gavin Blair**, which included guests such as producer **Niv Fichman** (*The Sympathizer*), Japan Film Commission head **Ruriko Sekine**, and **Debra Richards** – Director of Studio & Production Affairs, APAC at Netflix. The Seminar received support from Netflix, WBD, and Sony.

On October 27, the MPA collaborated with the Tokyo Film Market (TIFFCOM) and Digital Hollywood University (DHU) to host a film workshop and feature film pitch competition. The Masterclass, led by **Niv Fichman** in conversation with Japanese producer **Ken Ochiai** (*Saigon Bodyguard*), provided insights into the industry. Five emerging filmmakers pitched their feature film projects, with **Naoto Tsukitani** winning for *Yataro the Poison Eater* and **Dai Osaki** for *Visage Vault*. ■



Above: (L-R) Gavin Blair, Georgina Pope, Debra Richards, Ruriko Serene, Niv Fichman



Above: Distinguished government and industry figures

EXPERTS EMBOLDEN JAPAN'S PLAN TO ATTRACT INTERNATIONAL PRODUCTION (cont'd)



Above: Ken Ochiai and Niv Fichman



Above: Feature film project pitching winners

MPA PARTNERS WITH TAICCA ON FEATURE FILM PITCHING COMPETITION DURING TCCF

On November 9, the MPA partnered with Taiwan Creative Content Agency (TAICCA), sponsoring a prize for the feature film category of a pitching competition during the 4th Taiwan Creative Content Fest (TCCF). The festival concluded with an award ceremony on November 10 giving out 30 prizes in total to projects in five categories. The MPA Grand Award went to project *Mother Maybe*, represented by producer **Arden Rod Condez**. *Mother Maybe* is a fantasy drama that mixes

Filipino folklore with a universal message of finding your own family and place in the world. The winner will travel to LA to participate in the LATC film and television immersion course sponsored by the MPA. The project also received the TAICCA X CNC prize of US\$30,000, and the Taichung Action Award of NT\$300,000. **Aileen Li** – veteran Taiwanese producer, was a juror for the MPA Grand Award. ■



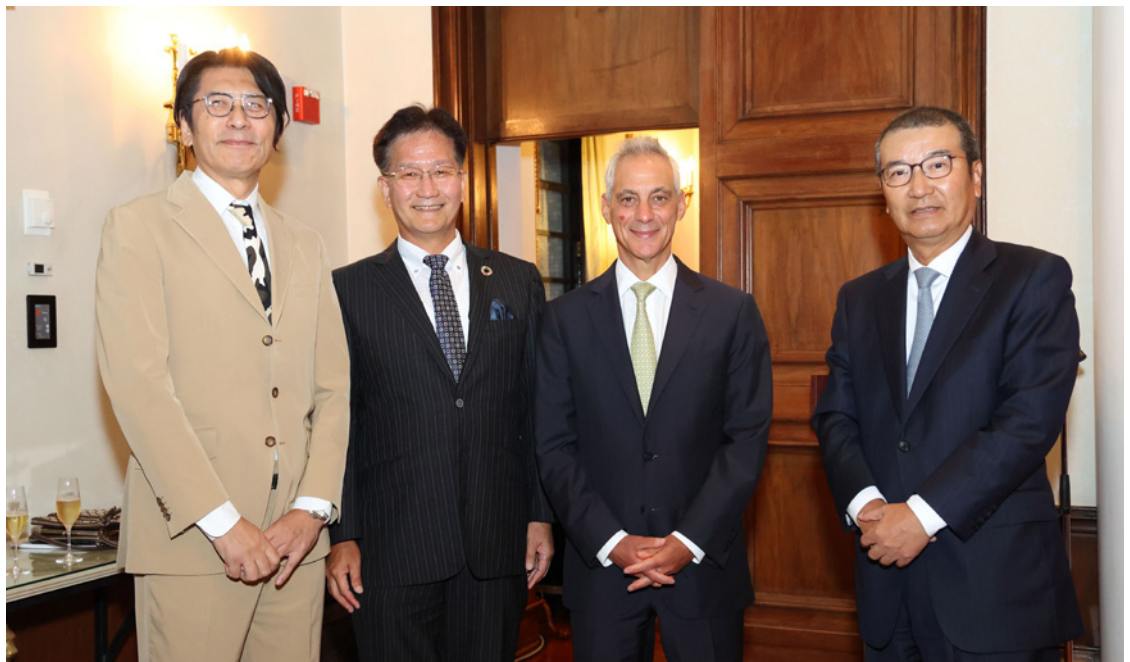
Above: producer Arden Rod Condez and MPA's Ed Neubronner

Copyright featured strongly during events hosted around the Asia Pacific region by the Motion Picture Association, including multiple events to celebrate World IP Day.

MPA & U.S. EMBASSY TOKYO HOST IPR RECEPTION

On July 27, MPA and its local program, JIMCA, partnered with the U.S. Embassy Tokyo to host a reception at the Ambassador's residence focused on encouraging a strong IPR regime to protect the film, television and streaming industry. Remarks were delivered by the U.S. Ambassador to Japan – **Rahm Emanuel**, Warner Bros. Discovery President & Representative – **Masami Takahashi**, Chairman of Toho Co. Ltd. and Chairman of the Motion Picture Producers Association of Japan – **Yoshishige Shimantani**,

and Director, WIPO Japan – **Tomoki Sawai**. Approximately 80 people attended the event including Diet Member **Hidehiro Mitani** and representatives from the Cabinet Office, the Agency for Cultural Affairs, the Supreme Court, academia and the content industry. The session was focused on KYBC and was followed by the 5th Copyright Strengthening Council (CSC). **Professor Uchida** delivered a presentation as guest speaker. ■



Above: (L-R) Masami Takahashi, Tomoki Sawai, Rahm Emanuel, Yoshishige Shimantani.



Above: Reception at the Ambassador's residence

MPA PARTNERS WITH U.S. EMBASSIES TO CELEBRATE WORLD IP DAY



Above: World IP Day 2023 Screening in Indonesia.



Above: World IP Day 2023 Screening in Singapore

INDONESIA On April 27, we partnered with the US Embassy Jakarta, the Indonesian Film Producers Association and DGIPR to screen Universal's *The Super Mario Brothers Movie*. Speakers at the screening included **Anom Wibowo** – Head of IP Task Force, DG IPR, and **Lyle Good** – Cybersecurity and Digital Economy Officer, U.S. Embassy Jakarta. The event included a panel session on how best to support female filmmakers and how the local industry is putting in place important guidelines to best protect women in film and television productions. The panel included well-known local film producers **Sheila Timothy**, **Caroline J. Monteiro** and **Linda Gozali**. ■

SINGAPORE On April 20, we partnered with the US Embassy Singapore to screen Warner Bros. Pictures's *Air*. Guest speakers included **Lisa Rigoli** – Senior U.S. Trade Representative from the U.S. Embassy Singapore, and **Jared Dougherty** – Vice President Head of Public Policy and External Affairs, Asia Pacific, Sony Pictures Entertainment (as of January 2024). ■

VIETNAM On April 22, MPA partnered with U.S. Embassy Hanoi, Vietnam's Ministry of Culture and local exhibitor BHD to host a special screening of *The Super Mario Brothers Movie*. Remarks were made by US Ambassador – **Marc Knapper**, the Editor in Chief of the Nhan Dan Newspaper – **Le Quoc Minh**, and film director – **Hoàng Diệp**. ■

HONG KONG On April 26, MPA participated in a forum and screening of *Air*, hosted by U.S. Consulate General Hong Kong. Opening remarks were made by **Colin Crosby** – Acting Consular General, **Sam Ho** – Managing Director of IFACT-GC and three Warner Bros. Discovery executives: **Esther Peh** – Associate Director, Public Policy, **Katheryn Lim** – Content Acquisition, Singapore, and **Eunice Lim** – Head of Brand & Franchise Marketing, Singapore (by video). A panel discussion on protecting IP rights was moderated by **Jenny Wong** – Head of Corporate Administration, Opulous, and featured **Derek Lee** – Chairman of Hong Kong Creative Industries Association, **Rex Lam** – Chairman of ASIS International Hong Kong Chapter and **Catherine Zheng** – Partner, Deacons. ■

THAILAND On April 26, MPA joined an event focused on women and IP at Chulalongkorn University. Speakers included **Gwendolyn Cardno** – Deputy Chief of Mission, US Embassy Bangkok, **Chiyawan Chongvatana**

– Assistant Director General, Thailand Department of Intellectual Property, and **Dr. Pareena Srivanit** – Dean of the Faculty of Law, Chulalongkorn University. ■

INDIA On April 26, in Delhi, MPA India partnered with the U.S. Embassy Delhi and USPTO for a special screening of Warner Bros. Pictures' *Shazam: Fury of Gods*. As part of the *Your IP; Your Future* campaign, MPA India's **Lohita Sujith** spoke with USPTO's **John Cabeca** on the role of IP in the economic empowerment of women and the USPTO's initiatives with the Indian Government to uphold the primacy of copyright in the media and entertainment industry in India. ■

SOUTH KOREA On April 27, in Seoul, MPA Korea partnered with the U.S. Embassy Korea, Universal Pictures, the Korea Film Council and the Korea Copyright Protection Agency for a screening of *The Super Mario Brothers Movie* and an IP movie quiz. ■

MPA PARTNERS WITH U.S. EMBASSIES TO CELEBRATE WORLD IP DAY (cont'd)

JAPAN On May 1, MPA and JIMCA, with the support of the U.S. Embassy and the cooperation of Toho Towa Company, held a commemorative screening of the movie *The Super Mario Bros. Movie*. WIPO Japan Office, the U.S. Embassy, industry professionals and students studying intellectual property attended the event. ■

Below: World IP Day 2023 Screening in Japan



Right: World IP Day 2023 Screening in KL, Malaysia



MALAYSIA On May 11, MPA partnered with the U.S. Embassy Kuala Lumpur to host a special screening of *The Super Mario Bros. Movie*. The event, themed *Women and IP: Accelerating Innovation and Creativity*, was held at GSC The Starling Mall and was supported by KRU Media, Golden Screen Cinemas, and Universal Pictures. **Brian D. McFeeters** – U.S. Ambassador to Malaysia and Ts Dr. **Mohd Zuhan Mohd Zain** – Chairman of Intellectual Property Corporation Of Malaysia (MyIPO), provided opening remarks. ■

CHINA With World IP Day coinciding with the Beijing International Film Festival, MPA worked with Universal Pictures to arrange a special screening of *The Super Mario Bros. Movie*. Universal Pictures' General Counsel, **John Bourne**, and Director of Intellectual Property, **ZHANG Kongkai**, attended the event and delivered anti-camcording messages in front of 100 moviegoers. ■

MPA PARTICIPATES IN THE ASIAN ACADEMY OF CREATIVE ARTS' MASTERCLASS SERIES

On July 26, the Motion Picture Association's **Trevor Fernandes** joined industry professionals from the Asia Pacific region to speak about the evolution of AI and the film and television ecosystem at the Asian Academy of Creative Arts 2023 Masterclass series. **Clement Schwebig** – Warner Bros. Discovery Executive and 2023 AACA Chairman of Awards, delivered an opening keynote address. Future trends for Korean content featured heavily in the Masterclass

discussions with the participation of **Kenny Kihyung Bae** – Senior Producer at KBS, **Prof. Kenneth Kim** – Professor at Dept of Culture Content, Hanyang University and **Prof. Sungmin Lee** – Professor at Dept of Media Arts & Sciences, Korean National Open University.

The Masterclass series involves an online webinar open to students and media executives around the world. ■

MPA JOINS 9TH CHINA INTERNATIONAL COPYRIGHT EXPO (CICE) IN CHENGDU

MPA China participated in the 9th China International Copyright Expo (CICE) which was held in Chengdu, Sichuan Province on Nov 23-25. The NCAC-WIPO International Copyright Forum and other industry forums were held in conjunction with the expo, which explored various topics including Sino-African cooperation on copyright, revision of the Regulations of Implementation of the Copyright Law, innovation and development of online video industry, high quality

development of digital music industry, software legalisation, copyright collective management, AIGC, blockchain technology and digital copyright ecosystem. More than 500 participants from China and overseas (including officials, IP judges, scholars and industry representatives) attended the forums. MPA China's booth displaying member studios' recent theatrical releases at the expo was well received. ■

MPA PROMOTES RETURN TO CINEMA IN KOREA

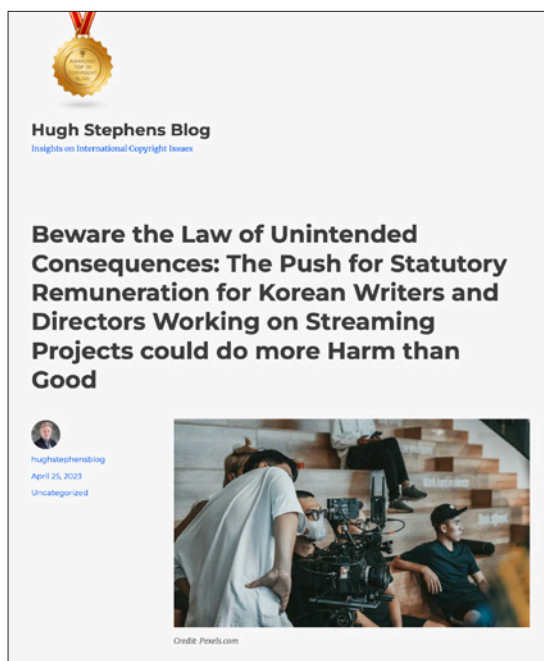


On December 11, MPA Korea partnered with Universal Pictures Korea and KCOPA to host a special IP-focused family screening of Universal's *Migration*. The screening was hosted at Yongsan CGV cinema, and was attended by 240 guests who entered an online competition coordinated by the event partners. Remarks were made by **Kim Ji-soo** – Assistant Manager, Copyright Integration Division, KCOPA. The engagement promoted legal access to quality content and the value of attending films at the cinema. ■

Left: Online promotion event posted on MPA Korea's Instagram

Below: screening of Universal's *Migration* in Yongsan CGV cinema



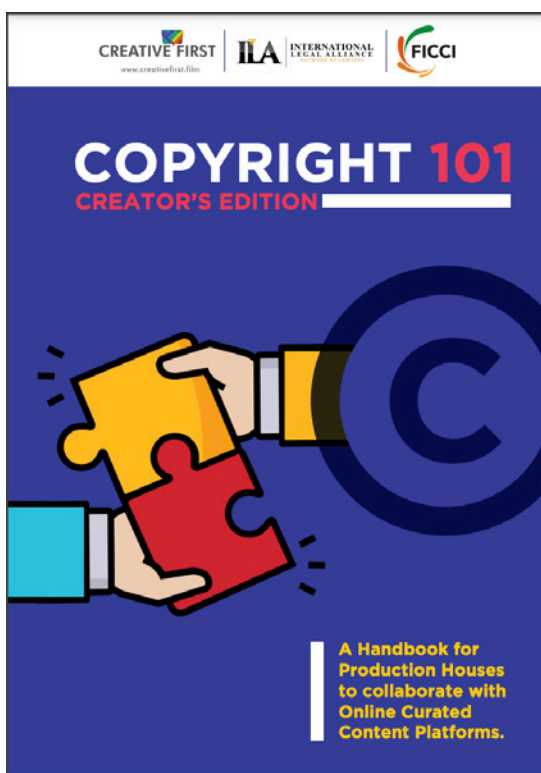


In Australia, Creative Content Australia raised awareness about copyright, and other issues important to a vibrant, sustainable creative industry, via website Content Café, which features written commentary by a range of experts and creative individuals. The articles are aimed at a core group of stakeholders, influencers and policy-makers in the copyright, technology, media and creative industries – both in Australia and globally. ■

Right: Hugh Stephen's blog in honour of World IP Day 2023

CREATIVE FUTURE LAUNCHES 'YOUR IP YOUR FUTURE' V2

On April 26, World IP Day, Creative First launched *Your IP; Your Future*. This year the program featured conversations with leading female creatives on the crucial topics of intellectual property, copyright, and policies aimed at fostering a healthy and sustainable screen sector.



Above: third edition of Copyright 101: Creators' Edition

As part of this initiative, on May 3, Creative First, in collaboration with FICCI, unveiled the third edition of *Copyright 101: Creators' Edition* – a handbook tailored for producers and production houses. The launch occurred during a panel titled *Women Leadership in IPRs: A New Era in Innovation and Creativity*, featuring notable speakers such as **John Cabeca** – IP Counselor for South Asia, USPTO, **Karan Thapar** – Deputy Secretary, DPIIT, **Dr. Sadhana Srivastava** – Head, IPR Unit, Innovation & Translational Research Division, Indian Council of Medical Research, **Dr. Sheetal Chopra** – Director & Lead – IPR Policy, Ericsson India Ltd, and MPA India's **Lohita Sujith**.

The campaign also showcased a series of video interviews with prominent female creatives, including **Ruchi Narai** – Film Director, Screenwriter & Producer, **Dhawalika Singh** – Cinematographer & Director of Photography **Sumira Roy** – Independent Filmmaker & Published Poet, **Rabiya Nazki** – Independent Filmmaker & Head of Department – Film Producing, Whistling Woods International, **Salonie Patel** – Model & Actor, **Atika Chohan** – Screenwriter, and **Paula McGlynn** – CEO & Co-Founder, Gulbadan Talkies, BhaDiPa, Bha2pa & Vishay Khol.

Creative First has evolved into a primary resource for the screen community in India, offering industry commentary, research, and insights into global trends related to copyright and industry policy. ■

CREATIVE FUTURE PLAYING CRITICAL COMMENTARY ROLE IN INDIA'S SCREEN SECTOR

In 2023 Creative First saw significant growth in visibility and engagement across its digital channels. The service presented 20 original videos with industry leaders, ministry officials and inspiring creative professionals and published over 1,200 news articles and 27 blogs on key policy issues by local strategic partners. *The Creative First: Your IP Your Future* campaign in 2023 focused mainly on

Women in IP and garnered a total of 480,411 video views. The campaign saw the launch of *Copyright 101 - Creator's Edition* handbook focusing on the online curated content sector. The efforts resulted in over 225,000 website visitors (108% year on year growth) and 2.6 million video views (28% year on year growth). ■

SCREEN TRAVELLER DELIVERS HIGH ENGAGEMENT IN CHINA MARKET

MPA China's Screen Traveller online industry hub expanded to live, branded events in 2023, hosting ten special film screenings, including MPA member studio titles *Ant-Man 3*, *The Super Mario Bros. Movie*, *Fast X*, *Transformers 7*, *Barbie* and *Oppenheimer*. High profile screenings were hosted during the Beijing and Shanghai International Film Festivals, where Universal's *The Super Mario Bros. Movie* and Paramount's *Transformers 7* played to appreciative audiences.

In April, Screen Traveler hosted a World IP Day event during the Beijing International Film

Festival, partnering with Universal Pictures to arrange a special screening of *The Super Mario Bros. Movie*. Universal Pictures' General Counsel – **John Bourne**, and Director of Intellectual Property – **ZHANG Kongkai** attended the event and delivered anti-camcording messages in front of over 100 moviegoers.

In SIFF, MPA arranged an IMAX screening of *Transformers 7* right after its opening weekend for the guests from MPA American Film Night reception and fans from Screen Traveller. 290 people attended the screening. ■

CUE ME EXPANDS AUDIENCE BASE WITH FACEBOOK



本月份CueMe專訪邀請到台大經濟系教授馮勃翰, 以經濟學的角度觀察台灣本土OTT的產業境況, 隨著國外OTT平台在台灣逐漸盛行, 本土OTT產業發展遇到瓶頸, 如何找到解方。

馮勃翰表示, 台灣本土OTT面臨的最大問題就是OTT業者眾多, 難以規模化。台灣市場本來就小, 眾多業者使觀眾分散、資金不充裕下, 也就難以購買到熱門影視的版權, 更沒有足夠資源自製影視。台灣本土OTT面臨的第二個問題, 沒有足夠優質的劇本能讓台灣的影視劇傳播到全世界。

那OTT產業要如何做大做強呢? 馮勃翰強調有「好的內容」是OTT平台的基

In Taiwan, MPA engaged with Taiwan's film and television community through a Facebook industry group initiated by **Dennis Yang** - CEO & Managing Partner, Studio76. Featured speaker **Prof. Feng Bohan** - Department of Economics at National Taiwan University - delved into the economics of Taiwan's VOD ecosystem, and **Wang Shi** - Co-founder of Activator Co. Ltd., who shared commentary on Taiwan's OTT industry's intentions to collaborate with foreign players moving forward. ■

Left: Prof. Feng Bohan Industry Profile Article

VALUING CONTRACTUAL FREEDOM IN THE SCREEN INDUSTRY

On April 25, **Hugh Stephens** published a blog commissioned by the MPA titled *Beware the Law of Unintended Consequences: The Push for Statutory Remuneration for Korean Writers and Directors Working on Streaming Projects Could Do More Harm than Good*. In June, MPA also released a Korean translation of the blog. The article, collaboratively drafted with MPA's U.S. counterparts, advocates for the importance of contractual freedom and flexibility in providing the industry with the agility needed to adapt swiftly to evolving content distribution and

consumption models. This approach also ensures a fair distribution of value among all stakeholders, customised for each production. MPA promoted the blog on LinkedIn and ensured its accessibility on Korea's leading search and blog platform, naver.com. Additionally, efforts were made to promote this message in other Asia-Pacific markets to increase awareness and shape the narrative on the issue. ■

*Below: Korean Translation of
Hugh Stephen's blog*

콘텐츠 및 저작권 소식

Hugh Stephens, '추가보상청구권'에 대하여...



엠피에이코리아 2023. 6. 7. 17:46

URL 복사

+이웃추가



JAPAN: LATEST PIRACY STUDY ON TRACKING ONLINE FILM & TV PIRACY IN JAPAN SHOWS “NUMBER OF VISITS TO PIRACY SITES HAS REMAINED STABLE AND HIGH”

Photonic System Solutions Inc. (PSS), Accredited by University of Electro-Communication, has updated its study conducted for MPA entitled *Benchmarking and Tracking Online Film & TV Piracy in Japan (July 2020 to July 2023)*, concluding that the number of visits to piracy sites in Japan has remained stable and high. In prior iterations of the study, PSS had quantified copyright infringement sites (copyright infringement sites) dealing with movies, TV, animation, manga, and others that can be visited from Japan for five years from July 2017 to July 2022 at the request of MPA. This year's update provides the status of piracy sites after August 2022, which covers only film, TV, and anime (but not manga). This time, PSS surveyed 1,290 (out of a total of 1,594 total) target piracy sites. The survey is based on Similarweb data extracted in August 2023.

The study demonstrates that total visits to Film/TV/Anime piracy sites in Japan (from July 2020 to July 2023) remain high, with the report noting, “Since the survey did not cover manga sites, the total number of visits remained at around 228 million

even during the peak period. Although the number of visits to piracy sites has changed less than that of manga sites, the number of visits to piracy sites has remained stable and high, and users continue to use piracy sites”. The report also notes, “This year, for films and TV programs, there were considerably more piracy sites dealing with foreign content”. PSS observed a decrease in streaming piracy in Japan between January and July 2023, due to the closure of streaming site B9GOOD in March 2023 and other factors. More granular analysis suggests that the closure of B9GOOD and other factors led to a disproportionate reduction in access to pirate Japanese content (including anime), but about an equal impact on reducing access to pirate films (Japanese vs. international). Since 2022, the number of audiovisual piracy sites (film, TV, and anime) in Japan (and excluding manga) with greater than 100,000 monthly visits increased from 842 sites to 1,290 sites. ■



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