



**For Immediate Release**

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## U.S. AND JAPANESE CONTENT INDUSTRY REPRESENTATIVES SIGN MOU TO PROMOTE AND PROTECT CREATIVE COMMUNITIES

**WASHINGTON, D.C./SINGAPORE:** On March 20, the Motion Picture Association (MPA) and the Content Overseas Distribution Association (CODA), a key representative of the Japanese film, animation, television, music and video game industries, signed a formal agreement to strengthen their joint copyright protection efforts and develop new initiatives to best address the current challenges of online content theft of creative works across the world.

The two organizations signed a Memorandum of Understanding in the press room of the Embassy of Japan in Washington, attended by senior representatives from the two organizations, representatives from the Embassy of Japan, and media.

"Our two organizations have a strong history of cooperation, working closely over the last nine years to achieve common goals in the areas of copyright protection and the promotion of the creative content industries. During that time, we have witnessed a major evolution in the way content has been distributed in digital form, and often in a way that has not sufficiently rewarded the content creator and rights holder. We look forward to sharing information and closely aligning our strategies to achieve mutually effective results in our ongoing activities," said Michael O'Leary, the MPAA's Senior Executive Vice President, Global Policy and External Affairs.

Takero Goto, CODA's Senior Executive Director, said, "Online infringement problems have become a serious concern for rights holders all over the world. The MPA and CODA have agreed to cooperate in tackling the problems through our newly strengthened partnership. We will make the best of our efforts to achieve some tangible results in the near future and live up to the expectations from rights holders in the U.S., Japan, as well as the rest of the world."

To view photos from the event, please click [here](#).

Contact June Tan at [june\\_tan@mpaa.org](mailto:june_tan@mpaa.org) to request for high resolution images.

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### **About the MPA:**

*Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they

promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

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

**About CODA:**

Content Overseas Distribution Association (CODA) was established as an organization through which content providers and copyright-related organizations cooperate to reduce piracy around the world, and to actively promote the international distribution of Japanese content, such as music, films, animation, TV programs and video games. While CODA was formed to counter content piracy, the organization is now expanding its enterprise in cooperation with domestic and international government agencies, industry organizations and content holders. For more information about CODA, please visit <http://www.coda-cj.jp>.

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