



# NEWS RELEASE

**For Immediate Release**

December 11, 2014

## INDONESIA'S MAYA BARACK-EVANS RECEIVES MPA ASIA PACIFIC AWARD FOR PROMOTING & PROTECTING THE SCREEN COMMUNITY



**HONG KONG/SINGAPORE:** Filmmaker and copyright advocate Maya Barack-Evans was presented with the Motion Picture Association (MPA) Asia-Pacific Copyright Educator (A.C.E.) Award today at CineAsia in recognition of her long-term commitment to championing the value of screen content and the need to protect the work and livelihoods of her fellow filmmakers in the screen community in Indonesia.

Presenting Ms. Barack-Evans with the award, Frank Rittman, Senior Vice President, Deputy Managing Director and Regional Policy Officer Asia Pacific, MPA, said, "Maya Barack-Evans is a passionate voice in favour of stimulating more production and seeking the best possible business environment for filmmakers to do what they do best – make quality films for audiences. She is often seen speaking out in support of filmmakers rights at film industry events and is constantly engaged in calling for strong copyright laws that best protect copyright. Maya Barack-Evans is a huge advocate for the Indonesian film industry, a mentor, a leader and a visionary and much loved and respected by her friends, colleagues and fellow filmmakers. She is hugely deserving of this recognition amongst her peers in the Asia Pacific film community."

Speaking after receiving the award, Ms. Barack-Evans said: "The ACE Award is a prestigious honour for me as a film professional and I thank the MPA and CineAsia for their recognition of the work we have achieved in Indonesia. Our country is at the stage that offers huge opportunities for growth across the intellectual property sector. The appropriate administration of IP will undoubtedly see an increase in employment and

the generation of more great content across the creative industry. This in turn will contribute towards Indonesia's financial growth. Our next step as a screen community is to see the new Copyright Law fully implemented in such a way that we best protect creative rights. These types of measures are necessary across the Asia Pacific to create healthy film industries and provide the best possible films and TV shows for audiences."

Robert Sunshine, Co-Managing Director of the annual convention, said, "CineAsia is pleased to announce that Indonesian Film Producer Maya Barack-Evans has been named the recipient of the CineAsia 2014 Asia-Pacific Copyright Educator (ACE) Award. Not only an acclaimed film producer and the founder-director of PT. Merantau Films, Maya has taken on a leadership role in championing the value of screen content and the need to protect the work and livelihoods of her fellow filmmakers."

Ms. Barack-Evans' dedication to build a healthy and growing screen industry in Indonesia is motivated by her love of cinema. In the past year, Ms. Barack-Evans has seized every opportunity to raise awareness on the rights of filmmakers and her local screen community by recognizing the immense potential of the industry in Indonesia. In particular, at the first Indonesian Filmmakers Gathering forum held during the Jakarta International Film Festival (JiFFest), Ms. Barack-Evans highlighted her concerns about the lack of Intellectual Property Rights (IPR) awareness in Indonesia and the importance of raising the public's appreciation of the value of the creative process. During a press screening for her film project, *The Raid 2: Berandal* in Jakarta this past March, she spoke passionately about how *The Raid* (2011) was hit by piracy and she made a public appeal for audiences to support legitimate options so as to allow creativity to flourish and more quality films to be made.

Ms. Barack-Evans is a key member of the Association of Indonesian Film Producers (APROFI), whose aim is to improve the quality of the Indonesian film industry and to gain international recognition.

The 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 representing 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 20<sup>th</sup> year.

Past recipients of the A.C.E. Award include 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 producer Raymond Wong (2009), Thai producer and director Jareuk Kaljareuk (2008), and New Zealand actor Temuera Morrison (2007).

###

#### **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).

***For more information, please contact***

*Stephen  
Jenner MPA  
Asia-Pacific  
(65) 6253  
1033*

*June Tan  
MPA Asia-Pacific  
(65) 6253 1033*