

THE MPA ASIA-PACIFIC REPORTER



Promoting and Protecting the Screen Community



L.A. FILM SCREENINGS MARK GROWING U.S.-CHINA PARTNERSHIP



The 3rd China International Co-production Film Screenings, jointly organized by the MPA and the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), aims to highlight co-productions between China, the U.S. and other co-production partners from the Asia-Pacific region. The events are produced with the support of AMC cinemas, Wanda Media, Asia Society, China Film Co-Production Corporation, China Film Group Corporation, China Lion Film Distribution, Chinese American Film Festival, IMAX, CJ Entertainment, CGV Cinemas, MTime, Universal and Variety. The events took place from November 4-8, 2013.

On November 4, MPAA Chairman and CEO Christopher Dodd, and Ron Meyer, Vice Chairman of NBC Universal, co-hosted a gala reception and screening of *Man of Tai Chi* at Universal Studios, opening a week-long series of film screenings and events in Los Angeles. *Man of Tai Chi* was introduced by lead actor Tiger Chen and producer Lemore Syvan, with a video message from Keanu Reeves.



(From left to right) Ron Meyer, Vice Chairman of NBC Universal; Christopher Dodd, MPAA Chairman and CEO; Jiao Hongfen, President and Vice Chairman of China Film Group Corporation; *Man of Tai Chi* producer Lemore Syvan, and lead actor Tiger Chen.

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L.A. FILM SCREENINGS MARK GROWING U.S.-CHINA PARTNERSHIP (CONT'D)

On the evening of November 5, AMC and Wanda Media hosted a community screening of *Man of Tai Chi* at the AMC Atlantic Times Square in Monterey Park. On the afternoon of November 6, the MPA partnered with China Lion Distribution to host the North American premiere of *Finding Mr. Right*, a big Chinese box office hit in 2013. On November 7, the MPA joined partners IMAX, AMC and Wanda Media for a reception and special 3-D IMAX screening of *Young Detective Dee: Rise of the Sea Dragon* at AMC Universal Citywalk. Finally, on November 8, the MPA partnered with CJ Entertainment and CJ CGV Cinemas for a closing night reception and screening of *A Wedding Invitation*. The event was attended by CJ Entertainment CEO Jeong Tae-sung, and guest of honor Congresswoman Judy Chu, who presented Michael C. Ellis, President and Managing Director, MPA, Asia Pacific, and Jeong Tae-sung, CEO of CJ Entertainment, each with a Certificate of Congressional Recognition for their work raising awareness of co-productions and their contribution to promoting a healthy and vibrant global film industry.



(From left to right) Guest of honor Congresswoman Judy Chu presented Michael C. Ellis, President and Managing Director, MPA, Asia Pacific, and Jeong Tae-sung, CEO of CJ Entertainment, each with a Certificate of Congressional Recognition.

ASIA-PACIFIC**PHILIPPINES' JOJI ALONSO RECEIVES MPA ASIA-PACIFIC COPYRIGHT EDUCATOR AWARD**

► On December 12, 2013, attorney and filmmaker Joji Alonso was presented with the MPA Asia-Pacific Copyright Educator (A.C.E.) Award 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 the Philippines.

As a producer, Joji Alonso has made critically acclaimed and award-winning feature films such as *Kubrador (The Bet Collector)*, *Here Comes the Bride*, *Bisperas (Eve)* and *Ang Babae Sa Septic Tank (The Woman in a Septic Tank)*. *Ang Babae Sa Septic Tank (The Woman in a Septic Tank)* was the Philippines' official entry for the 2013 Academy Awards for Best Foreign Film.

The A.C.E. Award was presented during an ceremony 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.



Frank Rittman, Senior Vice President, Deputy Managing Director and Regional Policy Officer Asia-Pacific, MPA, presents Joji Alonso with the MPA A.C.E. Award at CineAsia 2013.

2013 MPA APSA ACADEMY FILM FUND WINNERS ANNOUNCED

On December 12, script development grants totaling US\$100,000 were awarded to four filmmakers from the Asia-Pacific region at the 2013 Asia Pacific Screen Awards (APSA). The grants are offered by the MPA APSA Academy Film Fund, an initiative of APSA and the MPA now in its fourth year.



Mike Ellis, President and Managing Director, MPA, Asia-Pacific at the awards ceremony.

The recipients are:

- Ainsley Gardiner (New Zealand) for her project *Canoe*, telling the story of an ancient tribe that navigates the Pacific with a ceremonial 14-year-old virgin seeking to break free from her ritualistic role. Gardiner was nominated in 2010 for Best Children's Feature Film for *Boy*, and was a recipient of the 2012 APSA Children's Film Fund project for *The Song Jar*.
- Jeannette Hereniko (Pacific Islands) for her project *Fall Out*. The film tells the story of a man forced to choose between his cultural beliefs and the economic security of his family. He ultimately commits a cultural act that awakens a latent desire to seek justice for his people.
- Reis Çelik (Turkey) for his project *Karbala Orchestra*, set during the Gulf War and telling the story of a clash between the eastern and the western world starting in the Karbala Desert. Director and screenwriter Çelik was twice nominated in 2012 for his feature *Night of Silence*.
- Garin Nugroho (Indonesia) for *The Monkey Mask*, telling the story of a monkey circus helper who gradually transforms into the mythical Hanoman, the defender of the earth. Nugroho was nominated in 2007 for Best Feature Film for *Requiem for Jawa*, and was the 2011 APSA Children's Film Fund Recipient for *The Seen and the Unseen*.

Sixty-seven filmmakers from 25 countries submitted entries to the 2013 MPA APSA Academy Film Fund. The fund offers script development grants to stimulate the development of feature film projects originated by APSA Academy members and their colleagues across Asia-Pacific. The 2013 MPA APSA Academy Film Fund panelists were Andrew Pike, Latika Padgaonkar and Sherwood Hu.

MPA PARTNERS WITH APSA TO LAUNCH NEW FILM FINANCE FORUM

► On December 11, 2013, the MPA launched the first MPA APSA Film Finance Forum, developed in partnership with the Asia Pacific Screen Awards (APSA) as part of the APSA ceremony week, designed to stimulate additional opportunities for APSA Academy members.

The event featured leading film executives from China, New Zealand and Australia who discussed how the screen community can best attract private equity to feature filmmaking in the Asia-Pacific region and develop long-term sustainable finance models that best utilize both private finance and production tax incentives available in various Asia-Pacific markets.

Special guest and keynote speaker Li Cunxin spoke about how he was able to raise private finance for his autobiographical film, *Mao's Last Dancer*.

In the first of two panels moderated by ImagineAsia's Paul de Carvalho, titled 'Show me the money, a film financing status update on what's working and what's not in China, Australia and New Zealand', speakers

- William Feng, Chief Representative China, MPA; Matthew Deaner,

Executive Director, Screen Producers Australia; and Chris Payne, Development Executive, New Zealand Film Commission, provided a snapshot of various financing models and how producers access private equity in each market.

In the second panel, titled 'Trust, risk and people management: what's next for film financing around the Asia Pacific', speakers Prof. Sherwood Hu, President, Shanghai Theatre Academy Film and Television Academy and Chairman, Shanghai Media Image Art Centre (Amazing); Australian producer (*The Railway Man*) Chris Brown, Pictures in Paradise; and Michael Stephens, New Zealand entertainment lawyer and producer, spoke about the many opportunities for Asian producers to work together on both official and informal co-productions, utilizing tax incentives and private equity sources. Building trust between filmmakers and investors returned as a common theme, with Sherwood Hu advising that it is vital to manage the expectations of potential investors if they are to remain ongoing investors in future film projects.



Panelists (from left to right) – William Feng, Chief Representative China, MPA; Paul de Carvalho, ImagineAsia; Chris Payne, Development Executive, New Zealand Film Commission; and Matthew Deaner, Executive Director, Screen Producers Australia.



Special guest and keynote speaker Li Cunxin speaks about his experience making the autobiographical film *Mao's Last Dancer*.



Chris Brown, Producer, Pictures in Paradise; Prof. Sherwood Hu, President, Shanghai Theatre Academy Film and Television Academy; Michael Stephens, New Zealand entertainment lawyer and producer; and Paul de Carvalho, ImagineAsia.

AUSTRALIA

"CHAOS7SKI" RELEASE GROUP OPERATOR INVESTIGATED

- On September 4, the Australian Screen Association (ASA) received a forensic report indicating the film *Jobs* had been camcorded in a cinema in Davenport, Tasmania on August 29 and subsequently released on the Internet by the group "Chaos7ski".

Through Google's search cache and other public domain repositories, ASA investigators were able to cross-reference a number of social network accounts and defunct Twitter accounts to link the camcorder and operator of the Chaos7ski release group to a 25-year-old man living

and working in Davenport, Tasmania. The ASA contacted the cinema to which the recording was forensically matched to and was able to identify a suspect through CCTV footage.

ASA investigators contacted Tasmanian Police, who subsequently spoke to the suspect and provided a letter detailing the ASA investigation. The ASA also sent a warning letter to the suspect's home and work addresses. The release group has been inactive since the warnings were issued.

UNIVERSITY OF BALLARAT RELEASES RESEARCH DETAILING PREVALENCE OF HIGH-RISK ADVERTISING ON ROGUE WEBSITES

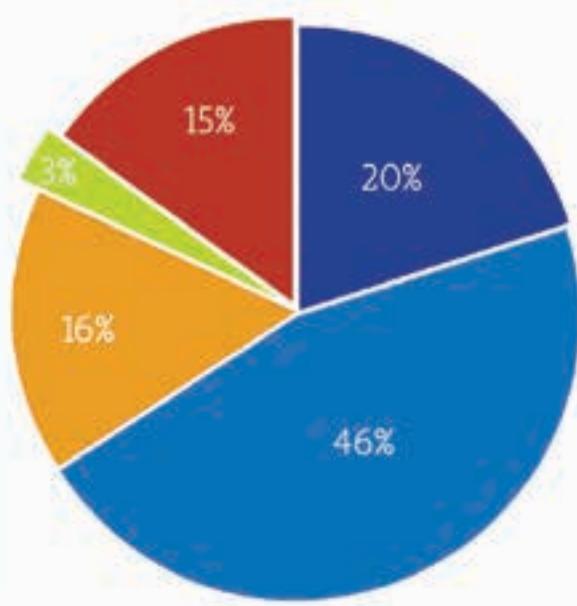
The Australian Screen Association (ASA) engaged Dr. Paul Watters of the Internet Commerce and Security Laboratory at the University of Ballarat to undertake research into "A Systematic Approach to Measuring Ad Transparency". The project seeks to expand and undertake methodology improvements on the USC Annenberg Lab Ad Transparency reports that detail funding mechanisms employed by pirate websites. The report identifies advertising networks and advertisers responsible for financially supporting the operations of pirate websites.

The research determined that 99 percent of all advertising on pirate websites is "High Risk", with 46 percent categorized as malware, 20 percent as sex industry, often displaying hard-core pornographic imagery, and three percent belonging to unregulated gambling sites outside Australian jurisdiction and regulation.

The research has been peer-reviewed and appeared in the conference proceedings at the Australasian Web Conference (AWC 2014) in Auckland, New Zealand from January 20–24, 2014. The paper will be published through the ACM Digital Library, and a copy of the research was sent to key ministerial officials in the Australian Government and opposition. In addition, the paper was reviewed and covered in a blog post by noted EU Child Protection advocate John Carr.

FIGURE 1. High-Risk Advertising

- MALWARE
- DOWNLOADING SITES
- GAMBLING
- SCAMS
- SEX INDUSTRY



FIRST IN-DEPTH STUDY ON AUSTRALIAN TEENS AND FILM & TV PIRACY

Intellectual Property Awareness Foundation (IPAF) research released in October examined the attitudes and behavior of Australians aged 12-17 in relation to online film and television piracy. The research received substantial TV, print and radio news coverage.

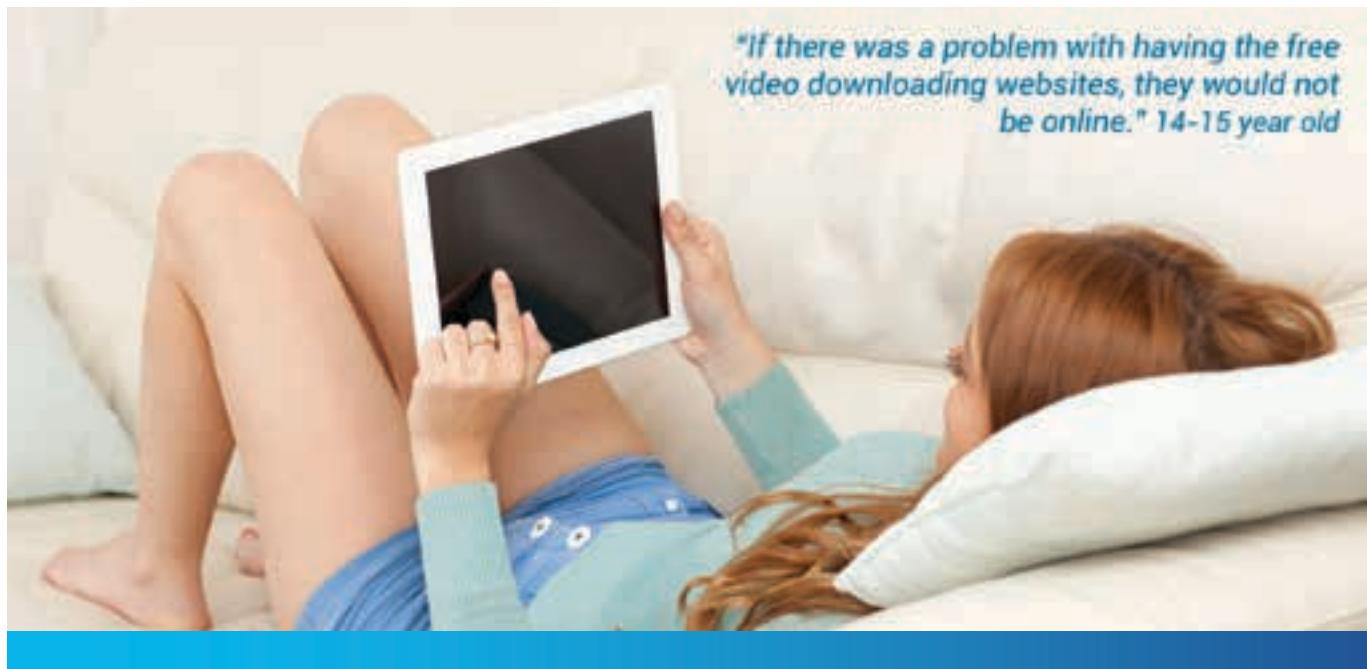
Findings included:

- Pirating is not the social norm among Australians aged 12-17 (despite the anecdotal assertion that "everyone does it"); 76 percent say they don't pirate movies and TV shows.
- The incidence of piracy increases with age (17 percent of 12-13 year-olds up to 31 percent of 16-17 year-olds).
- The majority of 12-17 year-olds who access pirated content online recall viewing gambling advertisements and pop-ups, and over a third recall sex industry advertisements. This supports recent academic research that found piracy websites are increasingly dependent on these sorts of advertisements as their primary means of profit. Children who access websites to illegally download movies and TV shows may be exposed to advertisements for pornography and unregulated gambling sites, as well as scams and viruses.
- Almost half of young Australians aged 12-17 agreed the Internet should be more regulated in order to prevent piracy; only 19 percent disagreed.
- Fifty-five percent of Australian adults aged over 18 agreed courts should be allowed to block websites that profit from pirated content.
- Parental influence is a key factor in the behavior of Australians aged 12-17. In households in which parents are pirating, children appear likely to do so as well. Seventy-eight percent of children who don't pirate say their parents have spoken to them about piracy. Parents have the power to influence teen pirates.
- The primary motivator for Australians of all ages pirating movies and TV shows is cost. The argument for free content overshadows their moral and ethical concerns.

AUSTRALIA



New IPAF research released in October 2013



AUSTRALIAN WEEKEND MARKET ON THE USTR LIST OF 'NOTORIOUS MARKETS'

- Although illegal activity is less than at its peak in 2004, traders still openly sell pirated DVDs and Blu-rays at the Caribbean Gardens & Market in Melbourne. Over the past 12 months, continual complaints have been made by rental and retail outlets to Motion Picture Association of America (MPAA) member companies. Australian Screen Association (ASA) evidential referrals have been made to both the Australian Federal Police and Victorian State Police requesting enforcement action at the market, but all have been declined. As a result, the MPAA included Melbourne's Caribbean Gardens and Market on the United States Trade Representative (USTR)'s list of 'Notorious

Physical Markets'. The market's inclusion resulted in substantial media coverage, which encouraged the Caribbean market owners to remove sellers from their premises. Following ASA legal correspondence with the market owners, a meeting was held with ASA and an agreement reached regarding enhanced signage at the market along with a process for market staff to be able to identify pirated discs and remove pirate traders from the market.

AUSTRALIA

AN EVENING WITH JOHN POLSON IN WASHINGTON, DC

- The MPAA hosted Tropfest founder and director John Polson as part of its 'Evening with ...' series on September 16. Present at the event were Graham Fletcher, Deputy of Head of Mission, Embassy of Australia, and Senator Christopher Dodd, Chairman and CEO of the MPAA. Mike Ellis, president and managing director of MPA, Asia Pacific, moderated the session.

Polson is an award-winning actor and director, as well as the founder and director of the World's Largest Short Film Festival, Tropfest. He is the creative force behind Tropfest's success and global expansion, from its humble beginnings as a screening of one of his own short films at Sydney's Tropicana Café in 1993. Tropfest in Australia attracts a live audience of over 150,000 people on a single night, as well as hundreds of thousands more via a simultaneous television broadcast. The festival has expanded internationally to include competitions in North America, New Zealand, South East Asia and the Middle East.

"[Tropfest has] become a huge platform for unknown filmmakers," said Polson. "We only have one goal: to find that talent, and do whatever we can to get that talent to the next level."



Mike Ellis, president and managing director of MPA, Asia-Pacific and John Polson, founder and director of Tropfest.

Since creating his first short film, *An Evening with Herman*, in the early 1980s, John has garnered worldwide attention with feature films such as *Siam Sunset* (starring Linus Roache), which won awards at numerous film festivals around the world (including the Cannes International Film Festival). He also directed the U.S. feature films *Swimfan* (starring Jesse Bradford and Erica Christensen) and *Hide and Seek* (starring Robert De Niro and Dakota Fanning), both of which opened at number one at the U.S. box office. John's latest feature film, *Tenderness*, in which he directed Russell Crowe and Laura Dern, was released in 2009. Today, in addition to his feature film work, John flexes his creative muscle on the small screen as the co-executive producer/director on the CBS show *Elementary* (starring Johnny Lee Miller and Lucy Liu). He has also worked as a producer and director on shows such as *Fringe*, *The Mentalist*, *Without a Trace*, and *The Good Wife*.

The MPAA "Evening with ..." series brings leaders from the entertainment community to Washington, D.C. to discuss their careers, their passions and their experiences in the motion picture and television industry.



John Polson, founder and director of Tropfest and Senator Christopher Dodd, MPAA Chairman and CEO.

NEXT STOP L.A. FOR TROPFEST AUSTRALIA WINNER THANKS TO MPA

► On December 8, 2013, the MPA continued its long-standing support of emerging Australian filmmakers at Tropfest Australia, the world's largest short film festival, by awarding first place filmmaker Matt Hardie a trip to participate in a five-day film immersion course in Los Angeles.

Matt Hardie's film *Bamboozled*, a romantic comedy with a twist, managed to take top honors from a highly competitive line up of finalist short films. Hardie was presented with his prize by Tropfest judge, director Robert Luketic (*Legally Blonde*, *Monster-in-Law*), in front of a live audience of 100,000 film lovers at Centennial Park, Sydney, Australia.

Originally from Washington state in the U.S.A., filmmaker Matt Hardie moved to Sydney in 2006 to attend an acting course at National Institute of Dramatic Art (NIDA). Since graduating, Hardie has appeared as an actor in a number of roles in theatre, film and television. Last year Hardie wrote and directed *Let it Rain*, which won the Nikon DSLR category at Tropfest February 2013. The success of the film inspired

- Hardie to pursue his writing and directing as well as his acting career.

AUSTRALIA



(From left to right) Matt Hardie, winner of Tropfest Australia, John Polson, founder of Tropfest, and Aaron Tsindos, actor and co-star of winning film *Bamboozled*.

CHINA DELAYED PAYMENT ISSUE RESOLVED

► Throughout August 2013, the MPA engaged with officials from the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) on revenue distribution matters following the implementation of a new tax code that raised the rate of Value Added Tax (VAT) assessable on box office ticket sales.

CHINA

Highly publicized in international media, the matter was the subject of discussions during MPAA Chairman and CEO Christopher Dodd's visit to Beijing, and SAPPRFT Minister Cai Fuchao's visit to Los Angeles.

Revenue distribution has resumed, with Chinese government officials expressing gratitude to MPAA member studios for their patience and tact during the impasse.



MPAA Chairman Christopher Dodd (second from right) and MPAA member company executives meet the SAPPRFT delegation during SAPPRFT Minister Cai Fuchao's (first row, fifth from left) visit to Los Angeles.

CHINA

MCON 2013 PROMOTES UPCOMING FILM TITLES AND BUSINESS EXCHANGE

On July 11-12, 2013, Mtime hosted the Mcon 2013: Global New Movies Exhibition in Beijing with support from MPA China and the China Film Distribution and Exhibition Association. The top 18 Chinese theater chains, 350 independent Chinese theaters, MPA member companies and China's top eight film studios came together to showcase the year's potential slate of movies, broaden the scope of theatrical management training, and enable Chinese theaters to attain best practices and the latest technologies likely to benefit movie-goers.



Panel discussion at the Mcon 2013: Global New Movies Exhibition.

MPA HOLDS 2013 U.S.-CHINA FILM INNOVATION AND CREATIVITY FORUM

On October 23, 2013, the MPA highlighted legitimate business models and the mutual benefits for all involved in the promotion and protection of intellectual property rights with the U.S.-China Film Industry Innovation & Creativity Forum in Beijing. Held with support from the U.S. Embassy, the event featured keynote remarks by U.S. Ambassador to China Gary F. Locke; Paramount Pictures Corporation COO Frederick Huntsberry; and Michael C. Ellis, President and Managing Director, Asia-Pacific, MPA. Forum participants included Charles Zhang, Founder, CEO and President of Sohu.com; Wang Changtian, CEO and President of Enlight Media; Ye Ning, Vice President of Wanda Cultural Group; Scott Martin, EVP of Paramount; and Xue Xiaolu, director/screenwriter, who was also recognized as an "Outstanding Individual for Promoting Sino-U.S. Film Collaboration" by the MPA. More than 100 industry representatives attended the afternoon forum, cocktail reception and 3-D screening of *The Wolverine*.



Zhang Xun, President of China Film Co-production Corporation; Gary F. Locke, U.S. Ambassador to China; Xue Xiaolu, director; Frederick Huntsberry, COO of Paramount Pictures Corporation; and Michael C. Ellis, President and Managing Director of MPA, Asia Pacific



Keynote remarks by Gary Locke, U.S. Ambassador to China



Keynote remarks by Frederick Huntsberry, COO of Paramount Pictures Corporation

3RD CHINA INTERNATIONAL CO-PRODUCTION FILM SCREENINGS



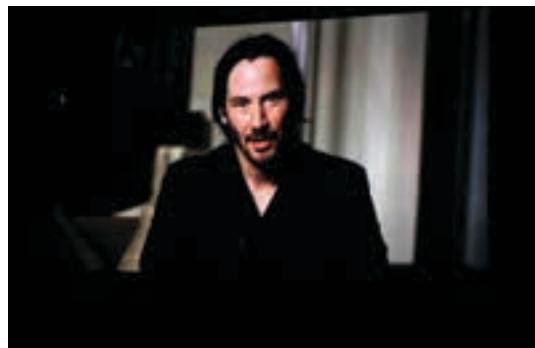
Caption: Mike Ellis, President and Managing Director, MPA, Asia Pacific, with Chinese actor Li Zonghan



James Su, Chairman of China American Film Festival; Zhang Xun, President of China Film Co-production Corporation; Jerry Ye, Vice President of Wanda Cultural Group; Jiao Hongfen, President and Vice Chairman of the China Film Group Corporation; Christopher Dodd, MPAA Chairman and CEO; and William Feng, Chief Representative, MPA China.



Christopher Dodd, MPAA Chairman and CEO and Jiao Hongfen, President and Vice Chairman of China Film Group Corporation with *Man of Tai Chi* lead actor Tiger Chen and producer Lemore Syvan.



Keanu Reeves sends a video message to audience in the theatre before the screening of his film *Man of Tai Chi*.



Guest of honor Congresswoman Judy Chu with Jeong Tae-sung, CEO of CJ Entertainment and Mike Ellis, President and Managing Director, MPA, Asia Pacific.



Guest of honor Congresswoman Judy Chu presented Michael C. Ellis, President and Managing Director, MPA, Asia Pacific, and Jeong Tae-sung, CEO of CJ Entertainment, each with a Certificate of Congressional Recognition for their work raising awareness of co-productions and their contribution to promoting a healthy and vibrant global film industry.



Mike Medavoy, Chairman and CEO of Phoenix Pictures and Peter Shiao, chairman of the Summit and CEO of Orb Media Group, present Christopher Dodd, MPAA Chairman and CEO, with the Asia Pacific Visionary award at the U.S. China Film Summit 2013.



Mike Medavoy, Chairman and CEO of Phoenix Pictures, and Peter Shiao, chairman of the Summit and CEO of Orb Media Group present Chinese actress Li Bingbing with the East-West Talent Award at the U.S. China Film Summit 2013.



Ron Meyer, Vice Chairman of NBC Universal; Christopher Dodd, MPAA Chairman and CEO; Jiao Hongfen, President and Vice Chairman of China Film Group Corporation.



Christopher Dodd, MPAA Chairman and CEO with Percy Tsao, CEO of Overseas Investment of Sichuan Jiannanchun Well Trust Investment Co. Ltd, and family.



Jaehoon Shim, Managing Director, Korea Content and Technology Alliance; Jeon Chan-il, Deputy Director of the Asian Film Market; Kim Souk Young, filmmaker (winner of 2012 BIFF-MPA film workshop); Stephen Jenner, Director of Communications, MPA, Asia Pacific.



Mark Viane, Senior Vice President Asia-Pacific & Latin America at Paramount Pictures, Ankie Lau, filmmaker; Ankie Biehlke, actress; with Stephen Jenner, Director of Communications, MPA, Asia Pacific.



Audience at the screening of A Wedding Invitation during closing night of the 3rd China International Co Production Film Screenings.



Chinese actress Li Bingbing (left), recipient of the East-West Talent Award at the U.S. China Film Summit, with emcee Kelly Cha.



Ellen Eliasoph, President and CEO, Village Roadshow Entertainment Group Asia, with Jonah Greenberg, Creative Artists Agency, Beijing at the U.S. China Film Summit 2013.



Director/screenwriter Xue Xiaolu was recognized as an "Outstanding Individual for Promoting Sino-U.S. Film Collaboration" in recognition of her contribution to furthering exchange and collaboration between the U.S. and Chinese film industries.

MPA PROMOTES DIGITAL CONTENT PROTECTION WITH NCAC U.S. DELEGATION

- A delegation of law enforcement officials from China, Taiwan, Hong Kong and Macau, headed by Ms. Duan Yiping, Deputy Director General of the NCAC Copyright Department, paid a visit to the United States from October 28-31. The visit, facilitated and co-organized by MPA and the National Copyright Administration of China (NCAC), comprised meetings with U.S. officials and businesspeople on the subject of technology and digital content protection. The parties shared best practices, exchanged views and addressed issues related to fighting piracy in the Internet era.

CHINA



The Chinese delegation visits Paramount Pictures during its visit to the United States from October 28-31.

The delegation visited MovieLabs and Dolby Labs in San Francisco, Paramount Pictures and Warner Brothers studios in Los Angeles, and participated in a full-day meeting with the MPAA's content protection team and senior executives from MPAA member studios.



The Chinese delegation spent a day with the MPAA's content protection team and senior executives from MPAA member studios.

LOCAL ALLIANCE TAKES STAND AGAINST ONLINE PIRACY IN CHINA

- On November 13, leading Chinese online video operators including Youku-Tudou, Sohu Video and LeTV launched a highly publicized "China Online Video Antipiracy Joint Action" campaign. At a press conference, the three companies announced a number of lawsuits against China's largest search engine Baidu.com and QVOD, a leading client software and platform being used as a distribution hub for rogue sites, claiming damages of RMB300 million (USD\$49.24 million). They also issued a declaration demanding that Baidu and QVOD immediately stop rampant online video infringement via their PC and mobile apps.

CHINA



Representatives from leading Chinese online video operators Youku-Tudou, Sohu Video, Tencent Video and LeTV launch the "China Online Video Antipiracy Joint Action" campaign.

The local screen community alliance, represented by more than a dozen domestic rights holder companies, including Wanda Cultural Group, Tencent, Enlight Pictures and Huayi Brothers, along with local trade organizations such as the China Film Copyright Association and ChinaTV Production Committee, used the press conference to make an urgent appeal to government to address the high volumes of piracy and to take action against online infringers in order to ensure a level playing field for legitimate businesses. Local executives from MPAA member companies and MPA China representatives were also in attendance.

HONG KONG**HKISA SIGNS LETTER OF INTENT TO PROMOTE AND PROTECT CONTENT IN THE CLOUD**

- On July 9, 2013, the Hong Kong International Screen Association (HKISA), together with nine leading content industry and online services stakeholders, signed a Letter of Intent at the ISP Symposium in Macau, committing to work together to promote and protect creative content in the cloud. This year's symposium is the sixth annual gathering of stakeholders involved in providing online services and

content aimed at promoting and protecting the screen and online communities, focusing on opportunities and threats arising from developments in cloud computing and the need to encourage creativity and freedom of expression while balancing the rights of copyright holders, online service providers and consumers.



Signatories to the Letter of Intent from the content and online service industries.

PUBLIC FORUMS DEBATE CONSULTATION PAPER ON PARODY

- On July 11, 2013, representatives from the Hong Kong Special Administrative Region Government's Commerce and Economic Development Bureau (CEDB) released a consultation paper on proposed amendments to Hong Kong's Copyright Ordinance, requesting comments from interested parties. The primary focus of the consultation falls on proposed criminal liability exemptions and related "fair dealing" provisions, pointing to other jurisdictions as examples that Hong Kong might follow.

During the discussion, CEDB officials requested industry's assistance in organizing forums, seminars, and discussions to help inform the public about the proposals and provide support for the initiative as a necessary precursor for further reform.

Several forums have been held to discuss how parody should be treated in the review of Hong Kong's copyright law.

Forum discussions have been heavily focused on exploring the balance between freedom of expression and protecting copyright and three parody options proposed by the government:

- Only works causing "more than trivial economic prejudice" to copyright owners would be subject to criminal sanctions.
- Granting specific criminal exemption for parody provided the work meets the qualifying conditions, including "not causing more than trivial economic" prejudice to copyright owners.
- Exempting parody from civil and criminal liabilities provided they meet "fair dealing" requirements decided by the courts on a case-by-case basis.

During October and November 2013, the Hong Kong International Screen Association (HKISA) continued lobbying for effective copyright reform, leading Hong Kong Copyright Concern Group (HKCCG) members to meet with 22 Legislative Councillors to express their views on the issue and the need for more general copyright law reform. HKCCG also called a press conference emphasizing that any Hong Kong parody exemption must satisfy the territory's international obligations under the Agreement on Trade Related Aspects of Intellectual Property Rights.



HKCCG members and Hon. Ma Fung-kwok (4th from left, back).

HKISA HOLDS INTERACTIVE SEMINARS FOR HONG KONG AND MACAU ENFORCEMENT UNITS

- From September 25–26, 2013, the Hong Kong International Screen Association (HKISA), in association with the Content Overseas Distribution Association (CODA), conducted content protection training seminars for law enforcement agencies in Macau and Hong Kong.

The “Content Promotion and Protection Measures in the Digital Era” seminars provided information on current online piracy and high definition infringement trends, the successful counter measures taken against online piracy in Japan and efforts to promote legal distribution. The interactive seminars were well-received by the 134 attendees and have contributed to enhancing the relationship on which future operational cooperation will be based.



Speakers and participants at the training for Hong Kong law enforcement officials.

MAD 4 ANTI-CAMCORDING TRAINING FOR FRONTLINE CINEMA STAFF IN HONG KONG

- On September 25, 2013, the Hong Kong International Screen Association (HKISA) and the Hong Kong Theatres Association jointly conducted an anti-camcording training seminar for 41 frontline cinema staff members at the UA Cityplaza Cinema in Taikoo Shing. The training sessions featured the MPA-produced anti-camcording training video “Make A Difference 4” (MAD 4), which provides practical advice to frontline cinema staff on how to prevent illegal camcording.

Divisional Commander Matthew Mak, from the Intellectual Property Investigation Bureau of the Hong Kong Customs & Excise Department (HKC&ED), talked about cinema staff members’ authority under the Prevention of Copyright Piracy Ordinance and procedures for reporting illegal camcording to HKC&ED. He also shared on his own experiences, discussing a number of cases in which attempts to illegally camcord movies were foiled by alert cinema staff members.



Make a Difference 4 training for Hong Kong cinema staff members.

HKISA SUPPORTS IPR EVENT HOSTED BY ISOC HK

- On October 11, 2013, HKISA supported “Trademark and Brand Protection Strategy – Changes and Opportunities in the Cyberspace”, an event hosted by the Internet Society Hong Kong (ISOC HK) marking the upcoming launch of new generic Top Level Domains (gTLD), including .technology, .Gallery, and .estate. The event was sponsored by Deloitte, Afilias and the TLD Registry and supported by HKISA and a range of ISPs. An excellent networking and brand promotion exercise, the event was well received by around 100 participants.



HKISA's Sam Ho (2nd right) with keynote speakers and panelists at the “Trademark and Brand Protection Strategy – Changes and Opportunities in the Cyberspace” event.

INDIA

INDIAN SCREEN COMMUNITY CALLS FOR ONLINE CONTENT PROTECTION TO ENSURE VIBRANT DIGITAL MARKETPLACE

► On September 18, 2013, representatives from the Motion Picture Distributors Association (India) joined representatives from the Film and Television Producers Guild of India (FTPGI) to co-host a conference in Mumbai titled 'Creating a Vibrant Digital Economy for Screen Content in India'. The event also saw the launch of the Hindi version of 'Indian Movie Cop' (IMC), an interactive and educational mobile application by the Film and Television Producers Guild of India (FTPGI), conceptualized by the Anti-Video Piracy Cell, Andhra Pradesh Film Chamber of Commerce and supported by the Motion Picture Distributors Association (India).

The conference drew attention to the latest trends and developments in the digital marketplace, reviewed emerging business models for legitimate content and highlighted India's critical role in the global digital economy in the coming years. The sessions featured industry thought leaders, studio executives and law enforcement officials who discussed how screen content will adapt in a digital marketplace and the growing challenge of enforcing copyright as content goes digital.

On September 20, the MPAA's Mike Robinson, EVP Content Protection and Chief of Operations, delivered a keynote address at the Federation of Indian Chambers of Commerce and Industry (FICCI) Committee Against Smuggling and Counterfeit Activities Destroying the Economy (CASCADE) conference on 'Trade in Counterfeit, Pirated Smuggled Goods - A Threat to India's National Security and Economy' in New Delhi. The keynote on 'Internet – New Frontiers for Trafficking in Counterfeiting and Pirated Products' focused on emerging online content theft trends and enforcement challenges on the Internet, MPAA efforts and strategies to combat organized crime and rogue websites, and the need for cybercrime capacity building.

The initiative, spearheaded by FICCI, presented an opportunity for government officials and experts to exchange views and put forward strategies for cooperation to address organized crime over the Internet and discuss joint efforts on a national and international level to identify, investigate and prosecute criminals involved in cybercrime.



Participants in the Conference on Creating a Vibrant Digital Economy for Screen Content in India on September 18, 2013: (from left to right) Mukesh Bhatt, President- Film and Television Producers Guild of India (FTPGI); Mike Robinson, Executive Vice President for Content Protection and Chief of Operations, Motion Picture Association of America; Uday Kumar Verma, Secretary, MIB.



Participants in the Conference on Creating a Vibrant Digital Economy for Screen Content in India on September 18, 2013: (from left to right) Shekhar Mennon, Founder & Sr. Partner, Medialexicon Solicitors & Advocates; Raman Kalra, Partner and Head, Industry Leader, M&E, IBM, Business Services; Nityanandham, Retd. Director General of Police (Gujarat); Frank Rittman, Senior Vice President, Motion Picture Association, Asia Pacific; Ameet Datta, Partner, Sai Krishna & Associates; Raghav Anand, Segment Champion, Digital Media, Ernst & Young



Participants in the Conference on Creating a Vibrant Digital Economy for Screen Content in India on September 18, 2013: (from left to right) Sweta Agnihotri, COO, Reliance Home Video & Games; Keith Ribeiro, MD, Sony Pictures Home Entertainment; Sunil Punjabi, Business Head, AXN India; Uday Singh, Managing Director, Motion Picture Distributors Association; Vikramjit Roy, General Manager, National Film Development Corporation of India (NFDC); Vivek Krishnani, Head of Marketing and Distribution, Fox Star Studios.



Mike Robinson, Executive Vice President for Content Protection and Chief of Operations, MPAA, delivering the keynote speech at the Conference on Trade in Counterfeit, Pirated Smuggled Goods – A threat to India's National Security and Economy on September 20, 2013.

INDIA'S MOVES TO 'SINGLE WINDOW CLEARANCE SYSTEM' FOR FILM SHOOTING IN JANUARY

► India introduced a simplified system for shooting domestic and international films as of January 1, 2014. The long-awaited rule change known as "Single Window Clearance" was revealed by Manish Tewari, India's minister for information and broadcasting. In 2013, the LA India Film Council (LAIFC) undertook several initiatives to support the Ministry of Information and Broadcasting's (MIB) proposed rollout of a 'single window clearance mechanism' for film shooting in India.

Further to the launch in March 2013 of a report titled 'Roadmap for Single Window Clearance for Film Production in India: A Prelude', on July 31, 2013, the LAIFC participated in the first 'National Workshop for Single Window Clearance', organized by the MIB in New Delhi and chaired by the Secretary, MIB, Bimal Julka.

The Motion Picture Distributors Association (India), on behalf of the Council, made a global case studies presentation on the benefits of a 'single window clearance system' to representatives from local screen associations, members of the Inter-Ministerial Committee (the body overseeing the rollout) and officers from a majority of Indian states. The workshop aimed to bring forth views from various stakeholders on the benefits and implementation issues with respect to the proposed clearance system followed by a discussion on the proposed 'Standard Operating Procedure' contemplated by the Ministry.

On September 14, the Council participated in a panel discussion concerning the MIB's implementation of a 'single window clearance system' in India at the Confederation of Indian Industry's (CII) 'Big Picture Summit' in New Delhi, which also featured the debut of a related advocacy video on the topic produced by the Council. The panel discussion featured local filmmakers, actors and a senior representative from the MIB discussing the benefits accruing from facilitating such a clearance system.

Further, on October 18 the Council chaired a panel discussion on the 'Progress of the Single Window Clearance System in India' at Cinemascapes, an annual industry-driven forum to promote film tourism. The event was attended by Manish Tewari, as well as the Secretary, MIB, Bimal Julka, and notable film producers, prompted an assurance from Manish Tewari that the Ministry is now in the final stages of rolling out the mechanism by January, 2014.

INDIA



Participants in the National Workshop on Single Window Clearance Mechanism for Shooting of Films in India on July 31, 2013: (from left to right) Raghvendra Singh, Joint Secretary-Films, MIB; Bimal Julka, Secretary, MIB; Nirupama Kotru, Director-Films, MIB; Uday Singh, Managing Director, Motion Picture Distributors Association.



Members of a panel discussion on MIB's implementation of a 'Single Window Clearance System' in India at the CII Big Picture Summit on September 14, 2013: (right) Uday Singh, Managing Director, Motion Picture Distributors Association; (center) producer Mahesh Bhatt; producer; (4th from right) Nirupama Kotru, Director-Films, MIB; (3rd from left) actor Gulshan Grover; (2nd from left) Sabas Joseph, Director, Wizcraft International Entertainment.



Panel discussion on Progress of the Single Window Clearance System in India at Cinemascapes on October 18, 2013: (from left to right) Manish Tewari, Minister, I&B; Bimal Julka, Secretary, MIB; Mukesh Bhatt President, Film and Television Producers Guild of India (FTPGL); director Ramesh Sippy; Uday Singh, Managing Director, Motion Picture Distributors Association.



Screenshots of the LAIFC video.

MPDA, FICCI AND THE USPTO LAUNCH MAD 4 ANTI-CAMCORDING TRAINING FOR MULTIPLEXES IN INDIA'S PIRACY HOTBEDS

► The Motion Picture Distributors Association (India) partnered with the IP division of the Federation of Indian Chambers of Commerce and Industry (FICCI) and the United States Patent and Trademark Office (USPTO) to launch anti-camcording training programs on October 1, 2013 in Delhi and on November 15, 2013 in Ahmedabad. The training programs have marked the first joint-industry outreach effort with participation from theater management, staff and theatre security from major multiplexes Delhi and Ahmedabad. The training programs aimed to sensitize theatre staff to the growing threat of content theft through camcording.

The 'Make a Difference 4' (MAD) training video is an updated version of a training video produced by the Motion Picture Association that provides guidelines to cinema staff on how to prevent illegal recordings in cinemas. The training programs help exhibitors to keep abreast of the latest technologies used by organized criminal camcording syndicates and to assist theatre staff and security in identifying camcorders making these recordings.

INDIA



At the 'Make A Difference 4' training program in Delhi on October 1 were (first row, third from left) Sheetal Chopra, Jt. Director, Federation of Indian Chambers of Commerce and Industry (FICCI); (first row, fourth from left) Jennie Ness, Attorney-Advisor, Office of Legislative and International Affairs, U.S. Patent and Trademark Office (USPTO); (first row, fifth from left) Lohita Sujith, Director, Corporate Communications, Motion Picture Association (India); (second row, fourth from right) A Rajkumar, Chairman, Governing Council, Anti –Video Piracy Cell, AP Film Chamber of Commerce; with multiplex operators from northern India.



Participants in the 'Make A Difference 4' training program in Ahmedabad on November 15, 2013: (from left to right) Lohita Sujith, Director, Corporate Communications, Motion Picture Association (India); Param Shah, Head, Federation of Indian Chambers of Commerce and Industry (FICCI), Gujarat State Council; Kalpana Reddy, First Secretary for IP, U.S. Patent and Trademark Office (USPTO); Satya Banerji, Manager (India) - Legal, Operations, Content Protection and Legislative Affairs, Motion Picture Association.

MPDA HIGHLIGHTS THE IMPACT OF CONTENT THEFT AND THE NEED FOR GREATER MARKET ACCESS

- On October 9, 2013, Uday Singh, Managing Director of the Motion Picture Distributors Association (India) (MPDA), participated in a panel discussion at a conference on 'Innovation and the Economic Imperative' hosted by the Federation of Indian Chambers of Commerce and Industry (FICCI) and the United States-India Business Council. Singh highlighted the importance of technological protection measures as India rolls out its 'National Broadband Policy' connecting millions of homes to the Internet.

On October 25, 2013, Singh delivered a keynote address on 'Challenges of Piracy in the Film Industry' at the 7th International Conference on Anti-Counterfeiting and Anti-piracy in Pune. The conference focused on developing concerted action and enhancing public awareness on content theft across industries. The keynote address focused on the MPA's ongoing efforts to combat criminal camcording syndicates, rogue websites and various outreach programs to industry stakeholders, law enforcement officials and consumers of digital content.



Participants in a panel discussion on 'Innovation and the Economic Imperative' on October 9, 2013: (from left to right) A Rajkumar, Chairman, Governing Council, Anti-Video Piracy Cell, AP Film Chamber of Commerce; Uday Singh, Managing Director, Motion Picture Distributors Association; Vipin Aggarwal, Chair - India Committee, Business Software Alliance (BSA).

LA INDIA FILM COUNCIL HIGHLIGHTS 'GLOBAL SCOPE OF INDIAN CINEMA: A HOLLYWOOD PERSPECTIVE' AT MUMBAI FILM MART

- On October 18, 2013, Uday Singh, Managing Director of the Motion Picture Distributors' Association (India), delivered a keynote address on 'The Global Scope of Indian Cinema – A Hollywood Perspective' at the Mumbai Film Mart, Mumbai Film Festival 2013. The Mumbai Film Mart (MFM) is a dynamic B2B platform for film distributors, buyers,

sellers, producers, acquisition agents and festival programmers across the globe. MFM 2013 was attended by senior representatives of the film industry including top producers and is recognized as one of India's top film market events.



Mumbai Film Mart, 2013 Mumbai Film Festival on October 18, 2013, featuring Uday Singh, Managing Director, Motion Picture Distributors Association, Sanjeev Lamba, CEO, Reliance, Nandita Das, Actor, Mukesh Bhatt, Producer, President- Film and Television Producers Guild of India (FTPGI).



Uday Singh, Managing Director, Motion Picture Distributors Association at the Mumbai Film Mart, 2013 Mumbai Film Festival on October 18, 2013.



MPDA PROMOTES RESPECT FOR IP AT THE CHILDREN'S FILM FESTIVAL AT THE AMERICAN CENTER IN NEW DELHI

► The Motion Picture Dist. Association (India) Pvt. Ltd., MPA's India representative office, collaborated with the American Center, New Delhi to celebrate the 'Children's Film Festival' on December 14, 2013. The event was attended by students from various schools in New Delhi who had the opportunity to participate in an IP quiz. The festival featured screenings of 2013 top animated films including *Turbo* and *Epic* by Fox Star Studios and *Monsters University* by Disney UTV. Since 2009, the Motion Picture Dist. Association (India) Pvt. Ltd. and the U.S. Embassy have collaborated to screen American films by MPAA member studios in an initiative to promote American cinema in India. American Center screenings are free and open to public.



Participants in the IP quiz at the Children's Film Festival held at the American Center in New Delhi.

INDONESIA

INDONESIAN FILMMAKERS CELEBRATE RETURN OF JAKARTA INTERNATIONAL FILM FESTIVAL 2013

► After two years in hiatus, the Jakarta International Film Festival (JiFFest) was held from November 15–30, 2013. On November 17, JiFFest, supported by MPA and IMPAS, organized the first Indonesian Filmmakers Gathering, providing a forum in which Indonesian filmmakers could meet, network, exchange ideas and present new projects to the public.

Two of the new film projects presented that night were *The Raid 2: Berandal*, produced by Maya Evans and Killers, directed by Kimo and Timo (known as Mo Brothers). The event was followed by the official opening of JiFFest with the premiere of Korean filmmaker Bong Jun Hoo's latest film *Snowpiercer* in Blitz Megaplex Grand Indonesia.

In collaboration with 21 Cinema, the festival screened international films including *12 Years Of Slave*, *Ilo Ilo*, *Bling Ring*, *A Touch Of Sin* and *The Perks Of Being Wallflower*. During the final weekend, JiFFest held its first open air screening in Monas Park (Monument National) Jakarta with films including *Metro Manila* and *Kenshin*.



Indonesian filmmakers at the Jakarta International Film Festival on November 17, 2013.

GOVERNOR OF JAKARTA ISSUES PROVINCIAL DECREE BANNING SALE OF COUNTERFEIT GOODS

- ▶ On July 31, 2013, Forum Communications Association Music and Film Indonesia (FKAMF), which consists of nine local film and music associations, held a press conference in Usmar Ismail Film Center in Jakarta to support action undertaken by Jakarta Deputy Governor Basuki Tjahaja Purnama to combat pirated CDs, VCDs and DVDs sold in shopping centers in Jakarta.

The provincial decree, officially released in September, warns shop owners not to sell pirated or counterfeit goods. While specific penalties have not been announced, wide media coverage has helped raise awareness among the public and shop owners in Jakarta on the issue of pirated and counterfeit goods.

MAD 4 ANTI-CAMCORDING TRAINING FOR FRONTLINE CINEMA STAFF IN INDONESIA

- ▶ From September 17-18, 2013, the MPA held two anti-camcording training sessions for cinema managers in Jakarta, Indonesia. The first session was conducted with Cinema 21 and more than 100 cinema managers from Jakarta and suburban areas (Depok, Bogor, Tanggerang, Bekasi) participated. The second session was conducted with Blitz at

Blitz Megaplex Grand Indonesia, where 50 cinema managers from Jakarta and Bandung, West Java participated. The training sessions featured the MPA-produced anti-camcording training video "Make A Difference 4" (MAD 4), which provides practical advice to frontline cinema staff on how to prevent illegal camcording.



JAPAN

MPA SEMINAR EXPLORES RAPID GROWTH OF ONLINE SCREEN CONTENT AT 26TH TOKYO INTERNATIONAL FILM FESTIVAL

► On October 21, UNIJAPAN and the Motion Picture Association (MPA), with support from the Embassy of the United States of America and the Federation of Japanese Films Industry (FJFI), jointly organized a seminar to explore the rapid growth of legitimate online screen content offerings.

Conducted as part of the 26th Tokyo International Film Festival 2013 and held at Roppongi Hills Mori Tower, the event featured speakers including Michael C. Ellis, President and Managing Director, Asia Pacific, MPA; Yasushi Shiina, Director General, Tokyo International Film Festival (TIFF); Kurt Tong, Charge d'Affaires *ad interim*, U.S. Embassy; and Shigenori Taguchi, Counselor, Secretariat of Intellectual Property Strategy Headquarters, Cabinet Secretariat; and attracted a capacity audience of filmmakers, online video executives, government and Embassy representatives, and film festival goers.

On October 21, 2013, Japan and International Motion Picture Copyright Association, Inc. (JIMCA) and the 26th Tokyo International Film Festival co-hosted a seminar entitled "Future of Online Distribution of Films" with the support of the U.S. Embassy and FJFI.

In the first of two keynote speeches, Michael P. O'Leary, Senior Executive Vice President, Global Policy and External Affairs, Motion Picture Association of America, highlighted the ongoing innovations

and technological developments that are transforming the world of film and television. In an increasingly connected world, people now are able to watch movies and television shows in more ways and on more devices than ever before.

Ira Deutchman, Managing Partner of Emerging Pictures, Professor of Professional Practice in the School of the Arts, Columbia University, and Chair of the Film Program, followed with his reflections on how video "curators" are helping audiences make choices about the screen content they wish to see from the vast quantity of legal options available to them via Video On Demand, Subscription, Download To Own, Pay Per View and other services.

The keynote remarks were followed by a panel discussion on developing the online viewing experience for audiences, moderated by Tomohiro Tohyama, Partner, TMI Associates. The panel featured representatives from some of the leading online video companies in Japan, including Seiji Sugimoto, President, Niwango; Buddy Marini, Managing Director, Hulu Japan; and Yoshihiko Kamiya, Executive Secretary, GyaO Corporation. Visiting guest panelist Zhu Hui Long, Senior Vice President, Youku Tudou, rounded out the panel by providing a perspective from the highly-developed Chinese online video sector. The seminar was also broadcast live via Niconico Live channel.



Attendees at the MPA seminar at the 26th Tokyo International Film Festival.



Michael P. O'Leary, Senior Executive Vice President, Global Policy and External Affairs, Motion Picture Association of America, giving a keynote speech during the MPA seminar.



Panelists discuss developing the online viewing experience for audiences.

DIGITAL HOLLYWOOD UNIVERSITY PARTNERS WITH MPA TO HOST FIRST TOKYO FILM WORKSHOP

► On October 20, emerging Japanese filmmakers participated in a film workshop and pitching competition developed by the Motion Picture Association (MPA) in partnership with Digital Hollywood University (DHU), held alongside the 26th Tokyo International Film Festival.

The program featured a series of lectures on script development, particularly for feature films catering to an international audience, along with script mentoring sessions and a feature film pitch competition. Ira Deutchman, Managing Partner of Emerging Pictures, Professor of Professional Practice in the School of the Arts, Columbia University, and Chair of the Film Program, kicked off the workshop with a masterclass on writing, developing and marketing independent films for an international audience.

Deutchman's wide-ranging presentation was followed by a panel discussion on developing a script from the writer, director and producer point of view in which Deutchman was joined by filmmakers Maryam Ebrahimi (producer of *No Burqas Behind Bars*), Takehiko Shinjo (director of *Heavenly Forest* and *Beyond the Memories*) and Kasumi Yao (producer of *Beyond the Memories* and *Sue, Mai & Sawa: Righting the Girl Ship*).

JAPAN

In the afternoon, Takeo Hisamatsu, Vice President of Warner Bros. Movies Japan, explained how Warner Bros. selects scripts it develops and produces as local productions. The filmmakers then joined lecturers in an intensive screenwriting coaching session to discuss techniques and best practice for presenting feature film ideas. Eight finalists were chosen from among 128 submissions in a film pitch competition.

The judges unanimously agreed on awarding first place to 25-year-old Takahira Oseko from Tokyo, who presented his project *Tokijoro*, about a man who begins to reveal his true identity as a woman by performing traditional Japanese theatre as a prisoner of war on the island of Okinawa during the Second World War. Oseko will travel to Los Angeles to participate in a comprehensive five-day film immersion program.

Given the high quality of the feature film pitch presentations in Tokyo, Mike Ellis, President and Managing Director Asia Pacific, MPA, and co-host of the film workshop, announced a President's Special Recognition Prize to 25-year-old Takuma Obara from Osaka for his film *The Old Rapper* that will see him attend the Asia Pacific Screen Awards in Brisbane, Australia, next year.



Participants in the MPA-DHU Film Workshop 2013.



JIMCA LAUNCHES “STOP! ILLEGAL DOWNLOADS” AWARENESS CAMPAIGN AT COMIC MARKET IN TOKYO

► From August 10–12, 2013, JIMCA co-hosted an exhibition booth with the Association of Japan Animations (AJA) during Japan’s Comic Market in Tokyo to raise awareness about copyright protection.

Approximately 590,000 people attended the event, and more than 18,000 people visited the JIMCA booth, including senior representatives from the Secretariat of Intellectual Property Strategy Headquarters, Cabinet Secretariat and the Copyright Division, Agency for Cultural Affairs.

Ten thousand copies of JIMCA’s “Stop! Illegal Downloading” DVD, which features Yui Ogura, a popular voice actress, in the role of a newscaster who provides explanations about illegal downloading, were distributed. Other popular voice actresses were also present at the event for a meet-and-greet session. Large crowds attended the anti-camcording photo session, prompting the event to be covered by a number of local free-to-air and Internet news broadcasts.

JAPAN



Massive crowds eager to enter the Comic Market on August 10, 2013.

Members of the public and government officials at the Comic Market actively participated in the activities at JIMCA’s booth, including photo-taking sessions with mascot “Camcording Guy” and meet-and-greet sessions with voice actresses.



FIFTH ARREST BY SAITAMA PREFECTURE POLICE FOR ILLEGALLY UPLOADING TO VIDEO HOSTING WEBSITE “FC2 VIDEO”

► On October 8, 2013, police officers from Saitama Prefectural Police Cyber Crime Division and Omiya Police Station arrested a 50-year-old man from Fukuoka City suspected of Copyright Act Violation for illegally uploading files of copyrighted films of MPAA member company movies to video hosting website FC2 Video. According to police, the man admitted to the crime.

JAPAN This is the fifth arrest this year by Saitama Prefectural Police Cyber Crime Division for this offense, with the previous arrests of a 45-year-old man from Tajimi City, Gifu Prefecture in March; a 39-year-old

man from Nara City, Nara Prefecture in April; a 36-year-old man from Okinawa City, Okinawa Prefecture in May; and a 52-year-old man from Sapporo City, Hokkaido in July.

The latest suspect was found to have uploaded the largest number of illegal movie files to the FC2 Video website, and JIMCA has requested the Saitama Prefectural Police Cyber Crime Division to undertake additional investigations and a crackdown on illegal activity. JIMCA will continue to work closely in conjunction with the police for the prevention of illegal uploading.

MALAYSIA

95 DVD BURNERS SEIZED IN PENANG RAID

► On October 2, 2013, a team of eight enforcement officers from the Domestic Trade, Cooperatives and Consumerism Ministry raided a terrace house in Perai, Penang that was being used to replicate infringing DVDs.

MALAYSIA The team seized 95 DVD burners and an estimated 26,000 DVDs infringing a variety of titles including *127 Hours*, *The Green Hornet*, *Black Swan* and *Harry Potter and the Deathly Hallows Part 1*. The premises were unoccupied at the time of the raid and no arrests were made.



DVD burners seized during the raid.

FUTURE OF MALAYSIA’S ONLINE CONTENT SECTOR IN FOCUS DURING SCREEN INDUSTRY FORUM

► On September 24, 2013, a one-day forum event titled “Creating a Vibrant Digital Economy for Screen Content in Malaysia” was held in Kuala Lumpur, Malaysia to highlight opportunities for developing Malaysia’s online content sector and to address the challenges faced by content creators, distributors and the Malaysian government in achieving the full potential of the medium.



Attendees at the screen industry forum held at Kuala Lumpur.

Organized by the Ministry of Domestic Trade, Cooperatives and Consumerism Department (MDTCC) in partnership with Malaysian Screen Industry (MSI) and the Motion Picture Association (MPA), the forum saw participation from local filmmakers, film and television creators and distributors, Hollywood studios and affiliate organizations.



(From left to right) Leon Tan, CEO and Co-founder of Tripod Entertainment Sdn Bhd; Lam Swee Kim, Group General Manager, Media Prima Digital, Media Prima Berhad; and Rahul Pushkarna, Head of Digital Sales for India, Southeast Asia & Australia, 20th Century Fox speak at “Creating a Vibrant Digital Economy for Screen Content in Malaysia” forum in Kuala Lumpur.

TEN MALAYSIAN ROGUE SITES SHUT DOWN AND FOUR BLOCKED BY THE MCMC

- MALAYSIA**
- ▶ In August 2013, the Malaysian Communications and Multimedia Commission (MCMC) blocked access to ten file-sharing websites that had been offering illegal access to copyrighted films and television shows. The websites were: www.acg-tube.com, www.teamseiko.org, www.berdesup.com, www.muxeed.com, www.rslink.in, www.keypadlocked.com, www.pencurimovie.com, www.pencurifail.blogspot.com, www.movieblackout.blogspot.com and www.ivycc.com. As of August 16, 2013, these websites have been either offline or without infringing content.

In November 2013, orders were issued by the MCMC to Malaysian ISPs to block access to another four rogue websites. The websites were <http://www.yify-torrents.com>, <http://www.33md.cc>, <http://www.hnmovies.com> and <http://www.allyoulike.com>.

ARMED MEN COMPEL ENFORCEMENT OFFICERS TO RELEASE WORKERS AT PIRATED DVD STORAGE CENTRE DURING RAID

- MALAYSIA**
- ▶ On September 25, 2013, enforcement officers from the Ministry of Domestic Trade, Cooperatives and Consumerism conducted a raid on an illegal DVD packaging warehouse in Taman Mahkota, Cheras, Kuala Lumpur. The facility was used for distribution to the Semenyih and Kajang areas.
 - However, seven men brandished daggers and machetes at 13 enforcement officers to demand the release of six men detained

during the operation. The enforcement officers complied, but two of the armed men were later detained by patrol policemen, and police also managed to recapture two of those detained earlier in the raid.

Nearly 7,000 infringing DVDs, including foreign titles such as *Iron Man 3*, *Fast and Furious 6* and local films *Adnan Sempit* and *KL Zombie*, worth an estimated RM70,000 (USD21,800), were seized in the raid.

NEW ZEALAND

NEW ZEALAND SCREEN ASSOCIATION REBRANDING ANNOUNCED AT THE BIG SCREEN SYMPOSIUM

- NEW ZEALAND**
- ▶ In August 2013, the New Zealand Federation Against Copyright Theft announced the change of its name to the New Zealand Screen Association (NZSA) at the Big Screen Symposium. The mission of the NZSA is to advance the business and art of filmmaking and increase its enjoyment around the world by supporting, protecting, and promoting the safe and legal consumption of movie and TV content across all platforms. NZSA will engage in education, public awareness and research programs designed to highlight to movie fans the importance and benefits of content protection.

The rebranding of the MPA's representative office in New Zealand comes on the heels of similar re-branding of programs in Australia, Hong Kong, Malaysia, and Taiwan. Although content protection very much remains a central component of the MPA's regional focus, the rebrand is intended to help emphasize the promotion, as well as the protection, of the film and television industry.

As part of the two-day Symposium, attended by over 400 filmmakers and film and TV industry executives, the NZSA also co-sponsored a writing panel workshop featuring screenwriter Guillermo Arriaga, who shared his model for writing a successful film or television show.



(From left to right) Tony Eaton, Managing Director, New Zealand Screen Association, Fiona Copland, film producer and Armagan Ballantyne, Director, at the Big Screen Symposium 2013.

WINNER OF INSPIRING STORIES TRUST SHORT FILM COMPETITION EARNS INTERNSHIP WITH IMAGES & SOUND

NEW ZEALAND

- ▶ Seung-Woo Hong was awarded first prize in the "Inspiring Stories Trust Short Film Competition" at an awards ceremony on October 4, 2013. Now in its third year, the Inspiring Stories Film Competition celebrates young New Zealanders who are making their communities better places. Seung-Woo received NZD2,000 in cash and a two-day post-production internship with one of New Zealand's largest post-production companies, Images and Sound.



Seung-Woo Hong wins first prize at the Inspiring Stories Trust Short Film Competition.

NEW ZEALAND CREATIVE COALITION TO PROMOTE INTERNET CONTENT PROTECTION

- ▶ The New Zealand Screen Association has partnered with a group of content creators, artists, organizations and businesses that have come together to promote an Internet that works for everyone – for people who create content, companies that distribute it, and audiences who enjoy it.

The Creative Coalition aims to educate and help society better understand how illegal filesharing can harm content creators, and to highlight business models that support technology, innovation and investment.

NEW ZEALAND

COPYRIGHT (PARALLEL IMPORTING OF FILMS) AMENDMENT BILL EXTENDED

- ▶ Following a concerted effort by a locally led ad hoc working group, New Zealand's Commerce Minister, the Hon Craig Foss, announced that the parallel importation window sunset clause that had been due to expire on October 31, 2013 will be extended for three years, with a new five-month period of exclusivity. The new sunset date for these protections to expire will be October 31, 2016.

The retention of New Zealand's parallel import restrictions follows intensive lobbying by an industry group established last year to address the issue and is estimated to represent in excess of NZD9.4 million in annual revenues. Sections 35.3a, 35.3b and 35.5 of the Copyright Act 1994 will be re-drafted and passed through the Parliamentary process with expediency due to unopposed cross-party support.

The New Zealand Motion Picture Industry Council oversaw the lobbying efforts for this legislation, issuing a call to arms to all regional and independent cinemas throughout New Zealand to make Parliamentary submissions along with local industry representatives. The reduction in the window on parallel importation gives local cinema owners encouragement to proceed with the implementation of digital cinema projection installation over the next 2-3 years.

PHILIPPINES

UPFI AND MPA PRESENT SCREEN COMMUNITY FORUM

- ▶ On August 14, 2013, the MPA partnered with local government and industry representatives in Manila to organize a conference at the University of Philippines Film Institute (UPFI) titled "Promoting and Protecting the Screen Community in the Philippines".

Ronnie Ricketts (a local film star and commonly known as the face of IPR awareness in the Philippines), Optical Media Board Chairman and Filipino movie producer Joji Alonso joined MPA representatives to share

PHILIPPINES

information with 50 students about developments relating to content production, distribution, and consumption in Asia and around the world. The discussion was lively and informed, and the university officials expressed interest in expanding the forum in 2014 to reach the entire student body.

SINGAPORE**PANEL AT SCREEN SINGAPORE EXPLORES LOCAL PRODUCTION AND TAX INCENTIVES**

► On December 4, 2013, an MPA-developed panel session on "How Production Incentives Stimulate Local Film Industry Growth" was held during Screen Singapore at the Marina Bay Sands in Singapore. Kicking off the session, Mike Ellis, President and Managing Director of MPA, Asia-Pacific, delivered a keynote presentation on why production incentives are good business and good for local economies, before joining the panel. Moderated by Shanty Harmayn, founder of Salto Film Company and one of Indonesia's most active film community leaders, the panelists also included Norman Halim, executive president of KRU Group; Chris Brown, producer and founder of Pictures in Paradise; and Mike Wiluan, CEO of Infinite Studios.

The panellists discussed about the growing importance of production incentives around the world, and noted tremendous growth potential for the screen industry in Asia. In the U.S. for instance, nearly 40 states have implemented production tax credits to encourage the local production

- of movies and television in their communities for one simple reason:



television and film production is a driver of local economic growth. In the Asia-Pacific region, however, there is a wide disparity between those countries who have sophisticated production incentives and others which have no incentives whatsoever. The U.S. and Australia were noted as offering best-in-class type incentives, illustrating how film production brings with it quality jobs and revenue to local businesses, and often related infrastructure development. In short, production incentives can provide an immediate economic boost to a region, pumping money directly into the local economy and stimulating growth. In December, New Zealand announced it was increasing production incentives to attract more offshore productions and stimulate local production, celebrating news that James Cameron has chosen New Zealand to shoot *Avatar 2, 3 and 4*.



Mike Ellis, *President and Managing Director of MPA, Asia Pacific, delivered a keynote presentation on why production incentives are good business and good for local economies.*

SOUTH KOREA**12 ROGUE WEBSITES BLOCKED BY THE KOREA COMMUNICATIONS COMMISSION AND THE KOREA COPYRIGHT COMMISSION**

► Twelve rogue websites have been blocked by the Korea Communications Commission as of October 31, 2013, namely hibogo.net, torenzoa.net, btzoa.com, torrentby.com, tolinee.com, magnetpot.com, tnori.com, tvzil.com, tohaja.com, jjangto.net, filetv.net and grooveshark.com. This is the first batch of websites to be blocked after a two-year hiatus in site-blocking by the Korea Communications Commission.

BUSAN INTERNATIONAL FILM FESTIVAL PARTNERS MPA ON FILM WORKSHOP

- On October 4 and 5, emerging filmmakers from Korea participated in a screenwriting workshop developed by the Busan International Film Festival (BIFF) and the Motion Picture Association (MPA) with support from Dongseo University, held in conjunction with the 18th Busan International Film Festival 2013.

Themed "Modern Day Auteur: A bridge between Hollywood and Korea, writing cross-cultural scenarios," the one-and-a-half day workshop provided a creative hothouse for international and Korean film industry representatives to share their experience with the next generation of Korean filmmakers.

The program included a series of lectures on script development, particularly for feature films for an international audience, along with script mentoring sessions and a feature film pitch competition. The event kicked off with an in-depth presentation on writing and directing feature films, by Alister Grierson, (director James Cameron's *Sanctum 3D*, *Kakoda* and *Parer's War*), along with well-known award-winning Korean filmmakers and screenwriting professors, including Jeon Chan-il (Deputy Director of the Asian Film Market and film critic), Kim Jee-woon (director/screenwriter *A Tale of Two Sisters*, *A Bittersweet Life*, *The Good the Bad, and the Weird*, and *The Last Stand*), Lee Moo-young (co-writer *Joint Security Area* and *Sympathy for Mr. Vengeance*), Lee Jin-hoon (producer *Speed Scandal*, *War of the Arrows* and *Architecture 101*) and Lee Hanna (producer *Woman is the Future of Man* and *Secret Sunshine*).

SOUTH KOREA

Following the lectures, participating filmmakers joined lecturers in a roundtable project pitching mentoring session, at which they discussed techniques and best practices for presenting feature film ideas to film producers, investors and distributors. The filmmakers then presented their projects during a film pitch competition, where they were judged on a combination of the quality of their film project and their pitching skills.

Kim Jaryung, a screenwriting major from the Graduate School of Cinematic Content at Dankook University, won over the judges in a competitive field to claim first prize for her project *The Hole*, a mystery-thriller about a detective who becomes obsessed with a seemingly mad man while seeking an organ donor for his sick wife. Kim will receive a trip to Los Angeles to participate in a comprehensive five-day film immersion program, including introductions to film industry executives, and further opportunities to develop her film projects.



Kim Jaryung (at left) claims first prize at the film workshop.



Participants, speakers and guests at the BIFF-MPA Film Workshop.

MPA BACKS DIGITAL FORENSICS FORUM

- On December 11, 2013, the Korea Forensics Society held a Digital Forensics Forum, sponsored by the Ministry of Science, ICT and Future Planning, and the MPA. The forum was intended to underscore the importance of developing digital forensics techniques and technology, and also to raise awareness of Internet crimes including online copyright infringement. Over 100 people participated in a quiz on digital forensics during the forum.

SOUTH KOREA



Chief prosecutor Jintae Kim presents an award to the first prize winner of the quiz, Mr. Park Jae Hyun.

THAILAND

INTERNET TRAINING FOR ENFORCEMENT OFFICERS

THAILAND

- ▶ On September 2, 2013, MPA Thailand, with the Department of Intellectual Property (DIP), conducted an Internet training session at the Ministry of Commerce for 70 enforcement officers from Department of Special Investigation (DSI), Economic Crime Division (ECD), Technology Crime Suppression Division (TCSD), Thai Royal Customs, Ministry of ICT, Metropolitan Police, and DIP. The training focused on educating front-line officers about rogue websites, online investigations, and forensics/evidence collection.



Participants at the Internet training session in Thailand.

MAD 4 ANTI-CAMCORDING TRAINING FOR FRONTLINE CINEMA STAFF

THAILAND

- ▶ On August 23, 2013, MPA-Thailand conducted anti-camcording training in Bangkok for 100 managers and staff members of the Coliseum Cineplex Group, one of Thailand's major cinema chains, comprising 32 complexes. The training sessions featured the MPA-produced anti-camcording training video "Make A Difference 4," which provides practical advice to frontline cinema staff on how to prevent illegal camcording.



Make a Difference 4 training session in Thailand.

TAIWAN

AUTHORITIES RAID DVD RETAILERS IN TAIWAN, ARREST TWO

TAIWAN

- ▶ On July 26, 2013, acting on information provided by the Taiwan International Screen Foundation (TISF), the IPR Police and TISF staff raided two illegal retail operations in Taipei Mall, a popular new commercial center near Taipei General Station.

Over 6,100 illegal DVDs, all infringing Japanese content, had been supplied to "Jinyang Cute House" by a distributor in nearby Guanhwa, and a 47-year-old woman was arrested. In a raid on "Shock Audiovisual Shop," four DVD-R burners, a computer and about 1,500 DVDs, all infringing Japanese content, were seized, and a 44-year-old man was arrested.



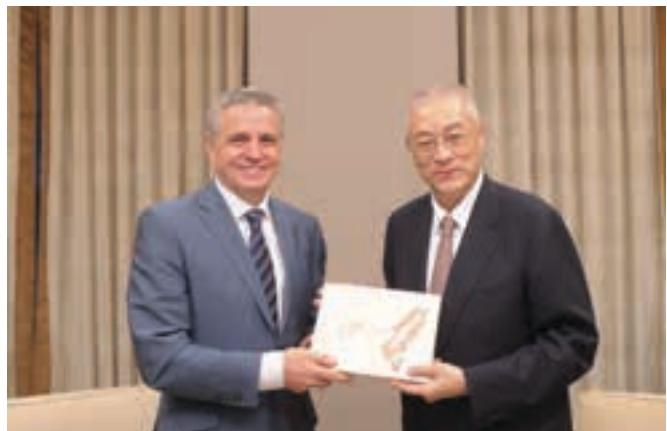
Illegal DVD retail stores in Taiwan.



MEETING WITH TAIWAN'S VICE PRESIDENT RAISES IMPORTANCE OF CONTENT PROTECTION

► The MPA's Mike Ellis met with Taiwan's Vice President Wu Den-Yih and other government and industry representatives in early August. Discussion points included but were not limited to the recent successes and ongoing challenges of Taiwan's screen community, and the need to better address Taiwan's high incidences of P2P piracy and online infringement.

TAIWAN
The MPA also expressed thanks to the Taiwan government for its persistence in copyright protection and acknowledged importance of Taiwan's market to the MPAA member studios.



Mike Ellis, President & Managing Director, Asia Pacific, MPA meets Wu Den-Yih, Vice President of Taiwan, to discuss online copyright infringement.

TISF SUPPORTS AIT SEMINAR ON THE NEED TO ADDRESS IPR PROTECTION ONLINE

► On November 19, 2013, with the support of the Taiwan International Screen Foundation (TISF), Michael Schlesinger, legal consultant for the International Intellectual Property Alliance (IIPA) met Taiwanese Minister without Portfolio Jaclyn Y. L. Tsai to call to her attention infringement of copyright on the Internet.

The next morning, Schlesinger gave a talk at a seminar presented by the American Institute in Taiwan on the "Urgent Need to Address IPR Protection Online." About 40 people attended the seminar and exchanged viewpoints on the legal and technical feasibility of site blocking. The same day Schlesinger also visited the Ministry of Justice to discuss copyright protection issues with the chief of prosecutors.

TAIWAN



Michael Schlesinger, legal consultant for the International Intellectual Property Alliance (IIPA) at a meeting on the "Urgent Need to Address IPR Protection Online."

VIETNAM

SCREEN COMMUNITY REACHES OUT TO STUDENTS WITH IP RIGHTS MESSAGE

► On November 8, 2013, the MPA and the Ministry of Culture, Sports and Tourism co-hosted an academic outreach event for approximately 250 students from Foreign Trade University titled "Promoting and Protecting the Screen Community in Vietnam" at which Vietnamese government and film industry representatives discussed the state of filmmaking in the country. During the event, MPA also recognized the recipients of two undergraduate scholarships funded by the association.

VIETNAM



Recipients of the MPA Scholarship in Foreign Trade University, Vietnam: Pham Thi Minh Hanh and Vu Hai Ly





Promoting and Protecting the Screen Community



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