



NEWS RELEASE

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ASIA PACIFIC SCREEN COMMUNITIES CALL FOR GREATER RESPECT FOR CREATIVITY DURING CELEBRATIONS FOR WORLD INTELLECTUAL PROPERTY DAY

Singapore: Representatives from screen communities across the Asia Pacific called for greater respect for creativity and improved protection for intellectual property during a range of panel discussions and movie screenings at events hosted by the Motion Picture Association (MPA), U.S. Embassies, Consulates and local film industries in celebration of World Intellectual Property (IP) Day, April 26.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. This year, the theme is 'Digital Creativity: Culture Reimagined'.

Filmmakers and film lovers gathered to celebrate World IP Day over the course of two weeks in fourteen Asia Pacific countries including Australia, China, Cambodia, Hong Kong, India, Indonesia, Korea, Japan, Malaysia, New Zealand, Singapore, Taiwan, Thailand, the Philippines and Vietnam. Events included screenings of some of the year's popular film titles such as Marvels' *Captain America: Civil War* and *The Huntsman: Winter's War*, local popular feature films and educational events aimed at raising awareness and respect for the role of creative intellectual property.

Speaking at a smartphone film workshop for budding filmmakers in Jakarta, U.S. Ambassador to Indonesia Robert Blake underscored the importance of IPR protection to Indonesia's creative economy, noting that, "Digital and smartphone technology has opened up a lot of opportunities for filmmakers and content creators around the world to participate in filmmaking, which provides us an interesting way to learn about intellectual property. Once we learn about the challenge of making a movie and making something that one is passionate about, that becomes something that you want to protect and perhaps make money out of it too. And intellectual property becomes the foundation of a wonderful creative economy and innovative nation. So it is very important to make sure that we all develop the highest standard of intellectual property protection."

Addressing more than 250 representatives from the Vietnamese Government, U.S. Embassy, creative industries and students at a special screening of *The Jungle Book* in Vietnam, H.E. Le Khanh Hai, Deputy Minister of Culture, Sports and Tourism, said, "In the era of internet and digitalization, accessible digital technology helps to erase physical obstacles, creates opportunities for cultural exchange worldwide and brings cultural products beyond any nation borders. It also nurtures artists' and creators' imaginations in many new platforms. At the same time, we are facing many challenges which require stronger coordination for a better world with fairness and colorful creations."

“Creators aren’t the only ones harmed by content piracy,” said Wilson Tieng, President of Solar Entertainment in the Philippines. “Unscrupulous individuals and organizations also prey on users of these sites for identity theft and other malicious scams. Each illegal access costs creators of movies, music and TV shows significant losses in revenue and also undermines personal online security.”

Australian Producer Nick Batzias, who introduced the preview screening of ‘*A Month of Sundays*’ to film students in Sydney, said, “This film is a real home brew; It’s written, directed and produced by Australians who have honed their skills on local productions, many going on to forge international careers. As such, whilst we were local, the production had a world-class team. A healthy local industry is not only a cornerstone of our culture but provides an opportunity for Australian creatives to have an international career.”

Michael C. Ellis, President and Managing Director, MPA Asia Pacific, said, “Choosing to build your career in the creative industries is a personal choice that should be admired and respected, quite simply because you are choosing a challenging business that won’t always guarantee that pay cheque at the end of every month. Instead you are going out on a limb to tell stories using the screen as your medium, in the hope that people will enjoy the experience and either be entertained, educated or perhaps both. World IP Day is our chance to acknowledge the commitment you have made to explore your creative potential, and we would like to take this moment to say – thank you, we respect your work, and we hope that others do the same by choosing to access content through legal channels.”

Every year MPA Asia Pacific works alongside local stakeholders to organize outreach programs during World IP Day to foster greater interaction among creative communities, various government agencies and students from all levels. These programs provide a platform for people to discuss, share and demonstrate how respect for IP can shape the future and contribute to a more vibrant global economy.

View images from events around the region [here](#).

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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.

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