



# NEWS RELEASE

**For Immediate Release**

October 26, 2016

## China DRM Forum and MPAA Sign MOU

**WASHINGTON D.C./SINGAPORE** – On Oct. 21, 2016, the China DRM Forum and the Motion Picture Association of American (MPAA) signed a memorandum of understanding (MOU) in Hangzhou, China, to promote international cooperation in copyright and content protection. The signing ceremony was attended and witnessed by China DRM Forum Chairman Ding Wenhua – an academician of the Chinese Academy of Engineering, PH.D.; Zhao Li, the Secretary General of the China DRM Forum; Dan Robbins, the Senior Vice President and Associate General Counsel of the MPAA; William Feng, the Vice President of the MPA Asia Pacific Region and the head of the MPA Greater China; Vivian Peng, the Director of Copyright Protection for the MPA China, and MPAA member studios’ senior executives. Zhao Li and Dan Robbins signed the MOU on behalf of their respective organizations.

The MOU advances cooperation for the Chinese and U.S. film industries. It establishes a joint working group to facilitate digital copyright protection between the two countries, fosters communication and coordination among content/service providers, vendors in the ecosystem, China DRM and SAPPFRFT, improves China DRM security levels of software, hardware and enhanced hardware, and pushes forward implementation and commercial use of China DRM standards.

“With increasing convenience of accessing movies via the internet and the rising significance of value of premium content, the need for effective copyright protection is getting stronger and stronger. The signing of this MOU is endorsed and supported by the related government department. I hope, led by China DRM, all parties can learn and use overseas advanced experience for reference, improve communication and coordination, work together to push the implementation of China DRM standards, and to move China DRM forward in the right direction,” said the Chairman Ding Wenhua.

MPAA SVP and Associate General Counsel Dan Robbins said the China market has been a top priority for the MPAA and its member companies. “This MOU provides important cooperative opportunities to protect the work of content creators. The MPAA will continue its efforts to promote access to studio content and curb illegal theft of copyrighted material.”

Supported by SAPPFRFT (formerly SARFT), the China DRM Forum was jointly founded by CCTV and Tsinghua University on Nov. 24, 2004. The purpose of the China DRM Forum is to highlight the importance of digital rights management, to push forward the development of new technologies, to secure rights of all players in the digital content distribution chain, and to establish a favorable environment for content distribution and consumption.

Founded in 1922, MPAA (together with MPA) serves as the voice and advocate of the motion picture, home video, and television industries in the United States and around the world. Its mission is to advance member companies' abilities to produce, distribute and protect their creative content through all platforms and technologies around the world. MPAA's member companies 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.

###

**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*