



For Immediate Release

September 24, 2013

ONLINE CONTENT SECTOR IN FOCUS AT SCREEN INDUSTRY FORUM IN MALAYSIA

KUALA LUMPUR/SINGAPORE: On September 24, film and television content creators, distributors and international film studio guests came together at a one-day forum event titled *Creating a Vibrant Digital Economy for Screen Content in Malaysia*, held in Kuala Lumpur, Malaysia at the Gardens Hotel & Residences.

The forum highlighted opportunities for developing Malaysia's online content sector and addressed the various challenges that are currently faced by content creators, distributors and the Malaysian Government in achieving full potential for the sector.

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.

Ms. Lam Swee Kim, Group General Manager, Media Prima, said, "There has been tremendous growth in the digital accessibility of creative content and communications in recent years. There is no doubt that the next wave of economic growth will come from the digital economy. In order to stay competitive and reap the benefits, it is imperative that we have the right strategies and measures in place to stimulate the online marketplace for screen content and address challenges currently inhibiting further growth in this sector. We need to address this as an industry."

Norman Abdul Halim, CEO of KRU Studios, said, "There is a growing demand for online viewing of movie and TV programs, and this in turn presents some very exciting opportunities for creators, distributors and consumers. However, much care is needed to make sure a level playing field is maintained where legitimate businesses can compete, and copyright is respected and protected, if this developing sector can achieve its full potential. Illegal online streaming and downloading still presents a major threat to the ability of the screen community to conduct a sustainable film and TV business. We want to make sure that there is no place for content thieves in Malaysia, and would much rather we nurture audiences to respect our work and choose to access it via the new range of exciting legitimate platforms."

Gerald Dibbayawan, CEO, TGV Cinemas, said, "Malaysians love films and we are fortunate to enjoy a healthy film exhibition sector. However, it's important that we continue to improve the business conditions that support the growth of legitimate film and TV businesses and prevent the ability of infringing websites to make their illegal content available to Malaysian audiences."

Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, "Malaysia is showing regional leadership by recognizing the economic, cultural and social value of their screen community. We have already witnessed significant development in the areas of production, production tax incentives, infrastructure, exhibition, and training. Online digital businesses present the next exciting frontier, and

there is no doubt that there is a huge demand here from audiences for quality film and television to be made available online. Today's forum went a long way to addressing the opportunities and challenges in this area, and it is clear that there exists in the local screen community the will and expertise to make this sector a huge success."

###

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.

For more information, please contact:

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

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