



NEWS RELEASE

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MPA AND U.S. EMBASSY MANILA SCREEN “EKSTRA” IN CELEBRATION OF WORLD INTELLECTUAL PROPERTY DAY IN THE PHILIPPINES

Illegal camcording of movies in cinemas threatens screen community ecosystem

MANILA, PHILIPPINES: In celebration of World Intellectual Property Day, this year themed 'Movies: A Global Passion', the Motion Picture Association (MPA) and the U.S. Embassy Manila were joined by over 100 representatives from the Philippine government, intellectual property organizations, local screen community representatives and students at a special screening event of *Ekstra (The Bit Player)* at Ayala Center, Legazpi Village, Makati City yesterday.

“I am honored that amongst last year’s many films, *Ekstra* was chosen to be screened on World IP Day this year. The increase in the number of films produced last year is a very good indication that local film makers and producers are gaining confidence in creating more works of art in film. The Philippine film industry showcases great Filipino talent. It is crucial that the movie industry and everyone who supports it is protected from IPR violations,” said Atty. Joji Alonso, producer of the award-winning independent film, and recipient of the Motion Picture Association (MPA) Asia-Pacific Copyright Educator (A.C.E.) award for her role in advocating for legislation to prevent illegal camcording in cinemas across the Philippines.

Illegal camcording continues to threaten the screen community ecosystem, with a spike in illegal camcords matched to the Philippines in 2013. 12 illegal camcords have been forensically matched to the Philippines, which have appeared in Internet download sites or have been used in the production of illegal optical discs - a 300% jump from just four matches in 2012. This has once again raised the alarm and moved the industry to spring to action and initiate more security measures in the fight against illegal camcording activities and piracy.

“The theme for the World IP Day this year shows that people across the globe have a shared passion for movies. Illegal camcording and piracy pose a great danger that may hinder us from enjoying our love for films. We must all do our part in the protection of our film community,” said OMB Chair Ronnie Ricketts. “As evidenced by our efforts in 2013, offenders have been apprehended and sanctioned accordingly. We continue to use advanced technology and tactics in tracking violators, but we cannot succeed in this campaign without the involvement of the public. We encourage everyone to join us by exercising vigilance and reporting illegal camcording activities in our local cinemas, and refraining from patronizing pirated DVDs.”

“Various measures have been implemented since the Anti-Camcording Law was passed in 2010, such as the public awareness campaign and the film industry’s close collaboration with the Philippine National Police and the Department of Justice in the apprehension and punishment of offenders,” said NCAP and MPAFPC Vice-President Atty. Rolly Dueñas. “We are all continuously working on strengthening the campaign. We urge the exhibitors, theater operators, film producers, Philippine law enforcers and the Filipino public to exercise vigilance and cooperation in reporting and apprehending illegal camcording activities.”

“This is an important day for the creative community, where we take a moment to value the ideas and imagination of people who work collaboratively to realize great stories on screen, and also serves as a reminder that we need to provide the best possible environment to protect it,” said Edward Neubronner, Senior Vice President, Regional Operations Officer, Asia Pacific, Motion Picture Association. “We are especially honored to screen *Ekstra* during this year’s World IP day celebrations in the Philippines, and have the film’s producer Joji Alonso and her team join us to share their experiences so that more will come to recognize the hard work, passion and dedication by the creative community – be it the directors, the catering crew or those working in cinemas. It’s fortunate that the Philippines has a filmmaker like Joji Alonso who is able to raise the value of protecting creative IP within the community.”

Ekstra (The Bit Player) is a drama-comedy film directed by Jeffrey Jeturian and produced by Joji Alonso. The film follows a usual day in the life of Loida Malabanan (Vilma Santos) as she embarks on yet another day of shooting a soap opera as an extra. The film received the Audience Choice Award, NETPAC Award, Best Screenplay, Best Actress, Best Supporting Actress and Special Jury Prize at the Directors Showcase, 2013 Cinemalaya Independent Film Festival.

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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.

For more information, please contact

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

June Tan
MPA Asia-Pacific
(65) 6253 1033

Jinny Dolendo
Strategic Edge, Inc.
+632 892-0247