

THE MPA ASIA-PACIFIC REPORTER



Promoting and Protecting the Screen Community



CHRIS DODD, AMBASSADOR CAROLINE KENNEDY & LORD DAVID PUTTNAM HEADLINE MPA-DHU FILM WORKSHOP IN TOKYO

Film producer and educator Lord David Puttnam, Ambassador Caroline Kennedy and Chairman and CEO of the Motion Picture Association of America (MPAA) Christopher Dodd headlined the MPA-DHU Film Workshop and MPA Seminar held during the 27th Tokyo International Film Festival (TIFF).

On October 26, the MPA again partnered with Digital Hollywood University (DHU), conducting a popular one-day intensive masterclass, mentoring and film pitching competition for emerging Japanese writer/directors. Awards were presented to filmmakers competing in the feature film pitch competition in recognition of the high quality of the film projects and presentation skills of the participants.

Following a passionate debate by the judging panel, Hayato Sakuta was awarded first place for *Virgin Mafia Boss*, a comedy about a gang leader whose every attempt to end his virginity is sabotaged. Sakuta won a trip to Los Angeles to participate in a comprehensive five-day film immersion program in early November in the lead-up to the American Film Market (AFM).



Judges at the MPA-DHU Film Workshop.



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CHRIS DODD, AMBASSADOR CAROLINE KENNEDY & LORD DAVID PUTTNAM HEADLINE MPA-DHU FILM WORKSHOP IN TOKYO (CONT'D)

In recognition of the depth of talent revealed during the competition, Mike Ellis, President and Managing Director Asia Pacific, Motion Picture Association (MPA), awarded a President's Special Recognition Prize to Eriko Kyoso, writer of *Exchange Mothers*, the story of two women who exchange lives, husbands and families to discover what they really want in life.

The opening sessions of the film workshop involved a masterclass by Lord Puttnam and composer Sacha Puttnam on the special contribution music composition makes to cinematic story telling.

The masterclass was followed by a forum on "story" led by Japan-resident producer and lawyer Lucas Oliver-Frost (who worked with director Peter Chan on *Comrades* and *Perhaps Love*, and director Stanley Tong on *Jackie Chan: Supercop*), and featuring film industry

consultant Marc Fuoti (Big Picture International), Japanese film director Ryo Nakajima (*Oretachi-no-sekai* 'This World of Ours', *Rise Up*, *Shizukana-hito* 'Sleeping Beauty'), and writer Takaya Okamoto (NHK drama *Gin-ni-kan*, movies *Oretachi-no-ashita* 'Our Tomorrow' and *Omoi-nokoshi* 'Lingering Spirits').

Top: Special guest speaker and jury member, Academy Award-winning producer and longtime education advocate Lord David Puttnam at the MPA-DHU Film Workshop
Bottom left: Senator Dodd welcomes audience to the MPA-DHU Film Workshop.

Bottom right: To memorable scenes and images from Lord Puttnam's well-known films, Sacha Puttnam played the music from *Midnight Express*, *Chariots of Fire*, *Local Hero* and *The Mission*.



ASIA-PACIFIC

2014 MPA APSA ACADEMY FILM FUND WINNERS HIGHLIGHT QUALITY OF ASIA-PACIFIC FEATURE FILM PROJECTS

► Four highly regarded recipients of the 2014 MPA APSA Academy Film Fund were announced at the 8th annual Asia Pacific Screen Awards ceremony in Brisbane, Australia on December 11, 2014, taking the number of successful projects funded under this hugely successful initiative to a total of twenty feature films over the last six years. The projects now include Academy Award, APSA and International Emmy Award winners.

Announced by Mike Ellis, President and Managing Director Asia-Pacific, Motion Picture Association (MPA) and MPA APSA Academy Film Fund Chair Andrew Pike, the successful projects submitted by APSA Academy members included two feature film and two documentary feature projects: Dror Moreh (Israel) for his project *Corridors of Power*, Jafar Panahi (Islamic Republic of Iran) for his project *Flower*, Mostofa Sarwar Farooki (Bangladesh) for his project *No Land's Man*, and Signe Byrge Sørensen (Denmark) for her project *On Screen Off Record*.

On December 10, filmmakers attended the MPA APSA Film Forum at the Brisbane State Library. Now in its second year, the event involved two panel discussions on the expectations of the film industry in Asia for the next five years.

Moderated by Paul de Carvalho from ImagineAsia Entertainment, the first panel explored "Romance, Epics, Anime, Action – What Genres and Where?." Panelists Jeon Chan-il, Deputy Director of the Asian Film Market at the Busan International Film Festival (BIFF); Zoë Chen of Ruddy Morgan Organization and Sheila Timothy, producer and president of the Association of Indonesian Film Producers (APROFI), discussed the types of films that are popular in domestic markets, and what genres might be able to travel around the Asia-Pacific region and beyond.

A second panel, "From Giant Screen To Mobile – Trends, Challenges and Opportunities in Screen Content Distribution," featuring Michael Favelle, CEO and Founder of Odin's Eye Entertainment, Patrick Frater, Asia Bureau Chief, Variety; and William Feng, Chief Representative, MPA China, explored new distribution strategies, especially in the digital space.



(From left) MPA Director of Communications Asia Pacific Stephen Jenner; Jeon Chan-il Deputy Director of the Asian Film Market at the Busan International Film Festival (BIFF); Patrick Frater, Asia Bureau Chief, Variety; Sheila Timothy, producer and president of APROFI; Zoë Chen of Ruddy Morgan Organization; MPA China Chief Representative William Feng; Odin's Eye Entertainment Founder and CEO Michael Favelle; ImagineAsia Entertainment's Founder & Executive Producer Paul de Carvalho; MPA President and Managing Director, Asia Pacific Mike Ellis at the MPA APSA Film Forum.

MPA APSA ACADEMY FILM FUND RECIPIENT WINS INTERNATIONAL EMMY

Maryam Ebrahimi, recipient of a 2011 MPA APSA Academy Film Fund award for her film *No Burqas Behind Bars*, received the Best Documentary International Emmy in November 2014. Ms Ebrahimi has worked closely with the MPA, teaching at MPA film workshops in Tokyo and speaking at an MPAA event in Washington DC to honor APSA founder Des Power. The DVD of *No Burqas Behind Bars* was recently released, with artwork acknowledging MPA support.



Maryam Ebrahimi receives the Best Documentary International Emmy.

INDONESIA'S MAYA BARACK-EVANS RECEIVES MPA ASIA PACIFIC AWARD FOR PROMOTING & PROTECTING THE SCREEN COMMUNITY

- ▶ On December 11, filmmaker and copyright advocate Maya Barack-Evans was presented with the Motion Picture Association (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 Indonesia.

The A.C.E. Award was presented during an event 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. CineAsia is the only international convention dedicated to Asian cinema exhibition and distribution and is now in its 20th year.



MPA Senior Vice President, Deputy Managing Director & Regional Policy Officer, Asia Pacific Frank Rittman presents Maya Barack-Evans with the MPA A.C.E. Award at CineAsia 2014.



Left: Maya Barack-Evans, recipient of the MPA A.C.E. Award at CineAsia 2014.

AUSTRALIA

ASA AND LOCAL INDUSTRY RESPOND TO ONLINE COPYRIGHT INFRINGEMENT DISCUSSION PAPER

- ▶ On July 30, Australia's Attorney-General, Senator George Brandis, and Minister for Communications Malcolm Turnbull MP published a discussion paper on online copyright infringement.

The Australian Screen Association, along with its industry partners, National Association of Cinema Operators (NACO), the Australian Home Entertainment Distributors Association (AHEDA), the Australian Independent Distribution Association (AIDA), and the Motion Picture Distributors Association of Australia (MPDAA) submitted a joint response expressing their support for the initiatives canvassed in the discussion paper.

AUSTRALIA

On September 9, Communications Minister Turnbull hosted the Online Copyright Infringement Forum in Sydney, bringing together representatives from the telecommunications, TV, movie and music industries, and consumer advocates. Graham Burke, Co-Chairman and Co-Chief Executive Officer, Executive Director of Village Roadshow, a member of the Australian Screen Association, was on the panel and spoke strongly on behalf of the entertainment industry.

AUSTRALIAN CREATIVE COALITION LAUNCHES THE DIGITAL CONTENT GUIDE

- ▶ In August, the Australian Screen Association, with its creative content partners, launched the "Digital Content Guide." The Digital Content Guide provides a quick and easy way for Australians to find and enjoy access to licensed online entertainment services including TV shows, movies, music, eBooks, video games and sport. The guide is an important tool to help consumers make educated choices when they look for creative content online.

Research conducted by UMR in December 2012 showed that the majority of Australians believe creators should be paid for their work, regardless of whether it is made available online or in a physical form. The Digital Content Guide will make it easier for consumers to find the content they want from a licensed service that supports the creative industries.

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The launch was held at Australia's famed "Studio 301," the longest-operating recording studio in the Southern Hemisphere, and attended by prominent members of the Australian creative community and a number of journalists. The launch received significant online, radio and print coverage.

The Digital Content Guide is a joint effort by The Australian Screen Association (ASA), The Australasian Performing Right Association (APRA), The Australian Recording Industry Association (ARIA), Copyright Agency Ltd., News Corp Limited, Foxtel and Village Roadshow Limited.

ASA PROTECTS SCREENINGS AT THE AUSTRALIAN INTERNATIONAL MOVIE CONVENTION

- ▶ Between October 12-16, the Australian Screen Association (ASA), in conjunction with the National Association of Cinema Operators-Australasia (NACO), deployed its AXIS Low Light camera during all screenings of premiere films and presentations at the annual Australian International Movie Convention (AIMC). The device has been deployed during the AIMC over the past five years and no illegal recordings originating from the convention have been identified to date.

The AIMC is a major film industry convention and has been hosted by the Motion Picture Exhibitors' Association of Queensland (MPEAQ) for 65 years. The deployment of the camera, combined with other standardized

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security measures including night vision devices and cloaking of mobile phone and other recording devices has a significant deterrent value and aids in the protection of yet-to-be-released major film studio tent-pole titles. The AXIS Low Light camera is capable of distinguishing low light sources even in virtually darkened rooms and is ideal for use in cinemas. It is also capable of recording video and still images of potential targets or threats, which is ideal for any follow up investigations or action.

In addition, Universal Pictures utilized the camera during the premiere of the Angelina Jolie-directed film *Unbroken*, which was filmed in Australia and premiered at the State Theatre in Sydney on November 17.

NEXT STOP LA FOR TROPFEST AUSTRALIA WINNER

- ▶ On December 7, the Motion Picture Association (MPA) continued its long-standing support of emerging Australian filmmakers at Tropfest Australia, the world's largest short film festival, by providing First Prize-winning filmmaker Julian Lucas with a five-day film immersion course in Los Angeles.

Lucas's film *Granny Smith*, a dark comedy about a man who lies about attending the funeral of his grandmother to get a day off work, scooped the top prize from a highly competitive line-up of finalist short films. Lucas was presented with his prize by Tropfest judge and popular Australian film critic Margaret Pomeranz in front of a live audience of

film lovers who braved late afternoon thunderstorms to attend the event at Centennial Park in Sydney.

Lucas is an independent writer/director from Melbourne who was a Tropfest finalist in 2013 for his comedy *Charades*, which he co-wrote and directed. Earlier this year, he co-directed a short film for Finnigan Swimwear, which was a winner at the Virgin Australia Melbourne Fashion Festival. His collaborative short for Telstra and Bruny Island Cheese, which he also co-directed, was awarded best film by MOFILM, and was screened in New York in September.



Tropfest Australia winner Julian Lucas and actor Jack White.

SELLERS FROM 'NOTORIOUS MARKETS' TARGETED BY AUSTRALIAN LAW ENFORCEMENT

- ▶ On September 11, Australian Federal Police, with the assistance of Australian Screen Association (ASA) investigators, seized 50,000 counterfeit DVDs and Blu-Ray discs after executing a search warrant on a residential address in Carnegie, following reports of suspicious operators trading at Caribbean Gardens and Markets.

A man aged 30 and a woman aged 26 were arrested and have been charged for importing counterfeit DVDs and Blu-Ray discs from Southeast Asia to various addresses around Australia in order to sell them at stalls within Caribbean Markets, as well as online via eBay, by passing them off as legitimate product. The haul included both local and international movie titles and TV box sets.

Earlier in the year, on May 15, Victorian Police raided a house in Hughesdale, seizing 60,000 counterfeit DVDs that were also linked with illegal trade at Caribbean Markets. Two people were subsequently charged with copyright offenses.

Last year the Motion Picture Association referred Caribbean Gardens and Markets to the United States Trade Representative's list of Notorious Physical Markets. Although trade is less than at its peak in 2004, vendors still openly sell pirated DVDs at the Caribbean Gardens & Markets, and numerous complaints have been received from members of the public to the Australian Screen Association's piracy hotline.

CHINA

4TH CHINA INTERNATIONAL CO-PRODUCTION SCREENINGS UNDERSCORES PARTNERSHIP BETWEEN U.S. & CHINESE FILM INDUSTRIES

- ▶ On November 3, MPAA Chairman and CEO Senator Chris Dodd, and Paramount Pictures COO Frederick Huntsberry co-hosted a gala reception and screening of *Outcast* at Paramount Studios, opening the 4th China International Co-production Film Screenings. The week-long series of film screenings and events in Los Angeles, jointly organized by the Motion Picture Association (MPA) and the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), aimed to highlight the growing relationship between the U.S. and Chinese film industries.

The event attracted approximately 250 filmmakers, film industry executives and media representatives, and included Chinese film directors Ning Hao (*Crazy Stone* and *Crazy Racer*, *Breakup Buddies*), Guo Fan (*Lee's Adventure*, *My Old Classmate*), Lu Yang (*Blindman Cinema*, *RV Adventure*, *Brotherhood of Blades*), Xiao Yang (*Old Boys: The Way of The Dragon*), Chen Sicheng (*Beijing Love Story*), and the producers of *Outcast*.

On November 4, the MPA, SAPPRFT and the 10th Chinese American Film Festival (CAFF) hosted a screening of *Beijing Love Story* followed by a Q&A with director Chen Sicheng and Variety's Patrick Frater at Laemmle Playhouse 7. On November 5, the MPA, SAPPRFT, and AMC hosted a special community screening of *American Dreams in China* at AMC Monterey Park. On November 6, the MPA, SAPPRFT and IMAX hosted a reception and screening of *The Grandmaster* at IMAX

Headquarters in Santa Monica. On November 7 at AMC Century City, the MPA, SAPPRFT, and THX hosted a closing night gala reception and screening of Chinese-French co-production *The Nightingale* with director Philippe Muyl. The MPA and Paramount Pictures are also hosted a special screening of *Interstellar*.

The events were produced with the support of AMC Cinemas, China Film Co-Production Corporation, China Film Group, China Lion Film Distribution, Chinese American Film Festival, IMAX, iQiyi, MTime, Paramount, THX and Variety.



(From left) MPAA Chairman and CEO Sen Chris Dodd, China Film Group Chairman La Peikang and Paramount Pictures COO Frederick Huntsberry.

CHINA

MAJOR CAMCORD BROKER CONVICTED

- ▶ On November 10, major camcord broker Chen Li was sentenced by a district court in Hefei City to seven months imprisonment and a fine of RMB150,000 (USD24,500) for copyright infringement. Chen, who was also the operator of rogue website www.DY161.com, was found to have

generated an estimated income of RMB240,000 (USD 39,200) through illegal means since 2012, out of which RMB120,000 (USD19,600) had been seized. Chen is the first camcord broker to be convicted in China.

CHINA

MPA SUPPORTS US EMBASSY INDEPENDENCE DAY CELEBRATION: "HOORAY FOR HOLLYWOOD"

- ▶ On July 2, the U.S. Embassy in China held a gala celebration to celebrate Independence Day. The event was attended by recently appointed U.S. Ambassador and former U.S. Senator Max Baucus and the Vice Foreign Minister of China Mr. Zhang Yesui, as well as more than 1,000 other guests including representatives from embassies, industries and local communities.

Themed "Hooray for Hollywood," and supported by MPA and MPAA member companies, screenings of *Transformers 4*, *The Great Gatsby*, *A River Runs Through It* and many other classic Hollywood films were held during the celebration.

CHINA

MPA SOCIAL MEDIA CHANNEL RANKED TOP 10 MOST INFLUENTIAL IN CHINA

- ▶ EntGroup Research recently ranked Screen Traveler, a MPA social media initiative, among the "Top 10 Most Influential Film & TV Industry WeChat Accounts" based on the popularity of its daily headlines and content. Screen Traveler has 11,700 followers on Sina Weibo and 7,000 subscribers on WeChat, representing a wide swath of demographic

groups and key government, industry and academia stakeholders targeted for MPA advocacy and outreach. Screen Traveler was also recently recognized by Chinese users as a "Top 50 Best Value Film Industry WeChat Account" during a campaign organized and supported by leading industry and new media organizations.

CHINA

MPAA CHAIRMAN CHRISTOPHER DODD VISITS CHENGDU AND BEIJING

▶ In September, MPAA Chairman and CEO Senator Chris Dodd traveled to Chengdu and Beijing to underscore how content protection in China, and around the world, allows creative works to flourish.

On September 16, Senator Dodd delivered a keynote speech at the World International Copyright Organization (WIPO) Copyright Forum that made clear how China – and the world – needs to make greater efforts to protect creative content. Speaking to an international audience of more than 200 guests, Dodd noted the importance and impact of the Beijing Treaty, which regulates copyright for audio-visual performances and expands performers’ rights.

Dodd also attended the MPA-CICE New Media Short Films Forum and Workshop with 150 film practitioners. Opening the workshop were Yu Cike, Director General of the Copyright Management Department, NCAC, and Ren Zhonglun, Chairman of the China Film Copyright Association and Shanghai Film Group Corp. The event, which brought together a diverse mix of international and Chinese filmmakers to focus on film creation and delivery in the digital age, included a master class and lectures, panel discussions, a short film scriptwriting competition and screenings of award-winning short films from around the world.

The attendees were joined by executives from China’s vibrant new media and Internet companies actively involved in the marketing and promotion of movies, as well as the investment and production of feature films.

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MPAA Chairman and CEO Senator Chris Dodd addresses the audience at the MPA-CICE New Media Short Films Forum.

OPERATOR OF ROGUE SITE SENTENCED TO 15 MONTHS IN PRISON, RMB15,000 FINE

▶ Shanghai Putuo District People’s Court recently sentenced the operator of www.1000ys.cc to 15 months imprisonment with 15 months’ probation and a fine of RMB30,000 for infringement of copyright.

Zhang Junxiong set up www.1000ys.cc in late 2009 and disseminated unauthorized content through QVOD player. He gained income by posting ads on webpages offering infringing content, and earned ad revenue of RMB100,000.

CHINA

The MPA worked with the Shanghai Copyright Bureau and Shanghai Police on the investigation since 2011, and among 941 infringed titles that were confirmed by the court were 95 MPA member studio titles as well as Chinese, Korean and Japanese movies and TV series.

US ASSISTANT SECRETARY HIGHLIGHTS IP PROTECTION

▶ On September 5, U.S. Assistant Secretary of State for the Economic and Business Bureau Charles H. Rivkin highlighted safeguarding intellectual property rights as a key priority for both the U.S. and Chinese film industries during an MPA welcome reception and movie screening.

Rivkin was welcomed by William Feng, MPA Country General Manager and Chief Representative, before delivering remarks to approximately 100 Chinese government, media and entertainment industry representatives that included Wang Ziqiang, Director General of the Laws and Regulations Department, and Luan Guozhi, Deputy Director General of SAPPRFT’s Film Bureau. Following the reception, Rivkin accompanied guests to a special screening of *Dawn of the Planet of the Apes*.

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Assistant Secretary of State for the Economic and Business Bureau Charles H. Rivkin addresses the audience at the event.



(From left) William Feng, Chief Representative MPA China; Wang Ziqiang, Director General of Policy and Legal Dept., SAPPRFT; Assistant Secretary of State for the Economic and Business Bureau Charles H. Rivkin; and Luan Guozhi, Deputy director-general of the Film Bureau of SAPPRFT.

HONG KONG

ANTI-CAMCORDING TRAINING UPDATE FOR FRONTLINE CINEMA STAFF

- ▶ On October 8, the HKISA and the Hong Kong Theatres Association (HKTA) jointly conducted an anti-camcording training seminar for 60 frontline cinema staff at the MCL Telford Cinema in Kowloon Bay.

The training seminar featured the Motion Picture Association-produced anti-camcording training video "Make A Difference 4," providing practical advice to cinema staff on how to prevent illegal camcording. Participants were briefed about a recent successful case in the UK in which the defendant was sentenced to 33 months imprisonment for illegally camcording *Fast & Furious 6*.

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

Hong Kong continued to enjoy a clean record in 2014, with zero camcord interdictions on record.



(From left) HKC&ED's Ricky Chan and Lam Yau-tak, HKTA's Fanny Lam, HKISA's Jane Wong and Karri Ho at the anti-camcording training seminar.

AUTOMATIC MONITORING SOFTWARE LEADS TO ARREST OF HONG KONG MAN FOR INFRINGING UPLOADS

▶ On September 25, acting on information acquired by newly implemented monitoring software, Hong Kong Customs & Excise Department arrested a 40-year-old Hong Kong man who was uploading infringing content to cyberlockers for monetary gain.

Officers from Customs' Intellectual Property Investigation Bureau used information provided by LMS 1+, software jointly developed by Custom's Electronic Crime Investigation Centre and the University of Hong Kong, and found the suspect illegally distributing copyrighted works to cyberlockers worldwide. LMS 1+ automatically monitors discussion forums, detecting activity related to suspected intellectual property-infringing activity, captures evidence of the infringing activity and alerts Customs officers.

The suspect in this case uploaded a large quantity of infringing material including comics, Hong Kong and international movies, and Hong Kong and Japanese TV dramas. Infringed content belonging to Motion Picture Association of America member companies included *X-Men: Days of Future Past*, *The Amazing Spider-Man 2* and *Maleficent*.



Items seized were displayed during the press conference.

HONG KONG

ISP SYMPOSIUM PROMOTES CODE FOR RELEASE OF INFORMATION TO LAW ENFORCEMENT AGENCIES

▶ On September 26, the Hong Kong Internet Service Providers Association and the Hong Kong International Screen Association jointly held the 7th ISP Symposium, promoting a Code for Release of Information to be adopted by Service Providers when working with law enforcement agencies. The Code aims to balance the need for investigation and the right to privacy of Internet users.

Participants in the symposium included representatives from the Hong Kong Police Force, Hong Kong Customs and Excise Department, The Office of the Privacy Commissioner for Personal Data, telecoms operators, data center operators, domain name operators, academic institutions, online discussion forums, hosting service providers, music and movie producers and other copyright owners. The draft Code can be viewed online at <http://www.hkispa.org.hk/symposium2014.html>.



Delegates support the Code for Release of Information.

HONG KONG

TV SET-TOP BOXES HIGHLIGHT NEED TO UPDATE HONG KONG'S COPYRIGHT LAW

- ▶ The need to urgently update Hong Kong's copyright law was highlighted by a June raid by Hong Kong Customs & Excise Department (HKC&ED) that targeted a syndicate suspected of infringing copyright by circumventing TV set-top boxes. Hong Kong Customs arrested nine people and seized 41 TV set-top boxes valued at HK\$140,000 (US\$18,065). The syndicate circumvented technological protection measures and gave buyers access to infringing content uploaded by the syndicate to overseas servers.

TV set-top boxes providing consumers access to a wide range of infringing content are widely available in Hong Kong and China, and the 2014 FIFA World Cup prompted a surge in popularity. TV set-top boxes

and other means of accessing infringing content show that effective legislation is vital to the protection of IPR. A review and update of Hong Kong's copyright law is long overdue and further delays allow criminals to develop new ways to infringe IPR and damage the economic activity generated by the screen community and other creative industries.

The Hong Kong Government recently introduced the 2014 Copyright Amendment Bill to the Legislative Council and IPR stakeholders are watching the Bill's progress with great interest. Effective IPR protection is a cornerstone for any community seeking to position itself as a hub for creativity, innovation, and IT services.



Examples of set-top boxes currently available in Hong Kong.

HONG KONG

YOUTH AMBASSADORS SHOOT MOVIES AT NATIONAL ARTS XIQIAO STUDIO

- ▶ On July 21–22, 20 members of Youth Ambassadors Against Internet Piracy enjoyed the experience of filming at the National Arts Studio in Xiqiao, China, where scenes from blockbuster movies such as *Ip Man – The Final Fight* were filmed.

The two-day video shoot, organized by the Intellectual Property Rights Protection Alliance and supported by the HKISA and Hong Kong Customs & Excise Department (HKC&ED), followed on from the Short Video Competition held in April this year. The Xiqiao studio provided an amazing range of shooting locations for the Ambassadors, including Wong Tai Sin Temple, Shanghai/Canton Scenes and a Ming-Qing Dynasty Palace – a dream venue for Ambassadors to put into practice the knowledge learned in the two-day workshop held in April, providing a solid grounding in creating short videos, including script-writing, scheduling, filming, editing and post-production.

Guest experts were on hand to provide filmmaking tips to the young filmmakers, including Dr. Ho Wai, Honorary President of the Hong Kong Film Critics Association and Tony Shu, Executive Secretary of the Movie Producers and Distributors Association of Hong Kong.

The Youth Ambassadors Against Internet Piracy scheme was founded in 2006 by the HKC&ED and encourages members of 12 Hong Kong uniformed youth organizations to help protect the creative industries and the screen community by preventing illegal file-sharing activities.



Youth Ambassadors get creative at the National Arts Studio, Xiqiao.

HONG KONG



Youth Ambassadors at the National Arts Studio.



Youth Ambassadors pose for a photo in Xiqiao.

INDIA

LA INDIA FILM COUNCIL LAUNCHES REPORT BY ERNST & YOUNG AT THE CII BIG PICTURE SUMMIT 2014

▶ On September 19, the Los Angeles India Film Council partnered with the Confederation of Indian Industry (CII) Big Picture Summit 2014 to host a roundtable: "Funding Through New Partnerships: Success of International Film Incentive Regimes." The roundtable discussion was attended by over 30 local producers and included a presentation by a representative from the Malaysian Film Commission focusing on global best practices and the benefits of a film incentive regime to the economy.

On September 20, at the Confederation of Indian Industry's (CII) Big Picture Summit 2014, the Los Angeles India Film Council launched an Ernst & Young report on the benefits of film tourism and tax incentives, titled "Made in India: Attracting and Incentivising Film Productions."

The report posited that a strong production tax regime instituted across the nation through a film commission would ensure that the Indian film industry is one of the most competitive and successful on the world stage. The report was released during a panel discussion, "Making India an International Filming Destination & Revenue from Global Markets" by a panel of co-production experts from Malaysia and Germany, representatives from local member studio Viacom 18 and the MPA.

The report highlighted the role that film commissions around the globe play in attracting foreign productions, laying down ground rules for permissions and clearances, detailing institutional structure at a national and state level, and creating a sustainable ecosystem that benefits both the international productions and the local economy through effective film incentive programs.

On November 24, a representative from MPDA, India moderated a panel discussion at the Film Bazaar titled "Promoting India as an International Filming Destination", which focused on production benefits that countries around the world offer to producers. The panel included representatives from Fox Star Studios, India; India Take One; Line Production; and the President and CEO of the Ontario Media Development Corporation, Canada. Since 2012, the Council has supported several industry initiatives and launched reports urging the Government to institute a single window clearance mechanism for film shooting in India, which was formally announced at the Cannes Film Festival in 2014.

INDIA



Above: NFDC Film Bazaar (From left) Lohita Sujith, Director, Corporate Communications, MPA, India; Parth Arora, Head, Production, Fox Star Studios, India; Pravesh Sahn, Line Producer and Owner, India Take One Productions; Karen Thorne, President and CEO, Ontario Media Development Corporation, Canada.

Right top: Launch of the LAIFC Report: (from left) Utkarsh Sanghvi, Director, Ernst & Young, Indirect Tax Practice; Dr. Claudia Gladziejewsk, film producer; Frank Rittman, Senior Vice President, Deputy Managing Director & Regional Policy Officer Asia-Pacific Region, MPA; Ajit Andhare, Chief Operating Officer, Viacom18 Motion Pictures; and Rezal A Rahman, CEO, Pinewood Iskandar Malaysia Studios (PIMS).

Right middle: (From Left) Ketan Mehta, film director; Subhash Ghai, Producer and Executive Chairman, Mukta Arts; Bhuvan Lall, President and CEO, Lall Entertainment; Uday Singh, MD, MPA India.

Right bottom: Participants in the Round Table Discussion at the CII Big Picture Summit



MPDA, INDIA UNVEILS NEW WEBSITE LISTING LEGAL ONLINE ENTERTAINMENT PLATFORMS

- ▶ India is witnessing an increase in media fragmentation, enabled by a multi-platform environment featuring computers, smart phones and tablets and the growth of Internet penetration. The Indian market is at a tipping point for online businesses to provide a multitude of options to consumers. From 2012 to 2013 the online video audience grew by a 27 percent, dominated by Bollywood. Content owners and distributors are constantly looking for new options and technologies that will cater to the growing demand of a young population (75 percent under the age of 35).

On June 24, the Motion Picture Dist. Association, India, in association with the Film and Television Producers Guild of India (FTPGI), unveiled a new website www.findanymovie.in, an initiative to make online audiences aware of legitimate options available to access their favorite films on the go and to serve as a resource for online audiences to access movies and television shows legally in India.

The website features popular Indian online providers of content such as Ditto TV, Spuul, Box TV, Myplex, Hungama and Eros On Demand. These platforms offer consumers unlimited access to over 4,000 films for as low as USD5 per month, with an average price of less than USD1 per film. These films can be accessed through a variety of devices, including computers, tablets, mobile phones and Smart TVs.

INDIA



(From left) Frank Rittman, Senior Vice President, Deputy Managing Director & Regional Policy Officer Asia-Pacific Region, MPA; Uday Singh, MD, MPA India; Mukesh Bhatt, President, Film and Television Producers Guild of India (FTPGI); Producer, Kulmeet Makkar, CEO, FTPGI.

MPDA AND THE APFCC LAUNCH COMICORNER AT COMIC CON, INDIA

- ▶ On October 11-12, the Motion Picture Distributors Association, India partnered with the Andhra Pradesh Film Chamber of Commerce (APFCC), representing the Telugu Film Industry, to launch Comiccorner at the 2014 Comic Con held in Hyderabad.

Comiccorner provided a unique vehicle for engaging the more than 11,000 attendees at Comic Con through content creation and social

media platform distribution. Dedicated to expanding India's popular culture by creating high profile events that cater to fans of not only comics but also movies, Comic Con is well regarded in southern India and the MPDA's alliance with the APFCC afforded a good opportunity to reach a slightly different demographic.

INDIA



Winner of the Movie Cop Comic Strip Contest, Sainath, receiving his prize from Telugu Industry film producer Allu Aravind (at left). Also seen is Shyam Prasad Reddy (at right), film producer, Telugu Industry, at Comiccorner, Comic Con, Hyderabad.



Left: Comic Con participant dressed as Megamind at Comiccorner.
Right: Comic Con participant dressed as Hellboy at Comiccorner.
Bottom: Volunteers with a Comic Con participant dressed as The Joker at Comiccorner.



MPDA, INDIA PARTNERS WITH THE 48 HOUR FILM PROJECT TO PROMOTE AND PROTECT CREATIVITY

▶ MPDA India partnered with the 48 Hour Film Project, which encourages aspiring filmmakers to become ambassadors to protect creative content industries. The 48 Hour Film Project is an international film festival requiring participants to write, shoot, edit and score their movies in

just 48 hours. All the films made during the competition are screened and judged at a local theatre. The Mumbai and Delhi sessions, held on October 11-12 and November 1-2 respectively, attracted entries from more than 100 filmmaking teams.



MPDA India's Uday Singh with event producers, Preeti Gopalakrishnan and Yogi Chopra at the Kick Off of 48HFP.



4TH CHINA – INTERNATIONAL CO-PRODUCTION FILM SCREENINGS



MPA Asia Pacific President and Managing Director Mike Ellis; Philippe Muyl, director of *The Nightingale*; Louis Cacciuttolo, Executive Vice-President of International Business Development & Brand Strategy, THX; MPA Asia Pacific Director of Communications Stephen Jenner.



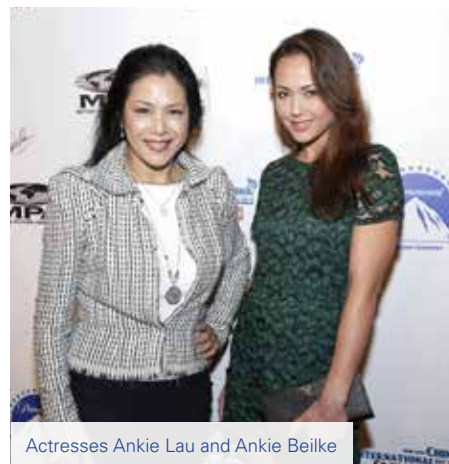
MPA Asia Pacific President and Managing Director Mike Ellis speaks to the media



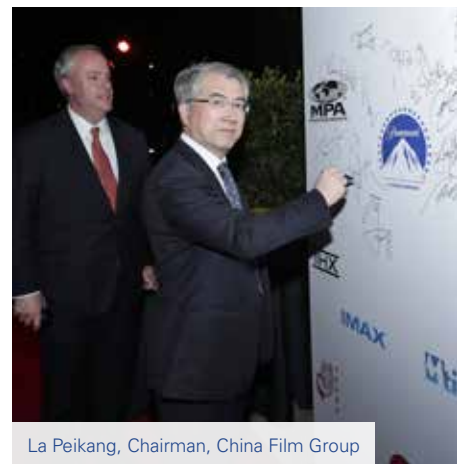
Audience at the opening ceremony of the 4th China International Co Production Film Screenings



Grace Jin, Sales Manager, East West Bank; film producer Zhen Li



Actresses Ankie Lau and Ankie Beilke



La Peikang, Chairman, China Film Group



Variety Asia Bureau Chief Patrick Frater; Philippe Muyl, director of *The Nightingale*



Director Chen Sicheng (center, in black) with fans at the CAFF - MPA Screening of *Beijing Love Story*



L-R: Paramount Pictures COO Frederick Huntsberry with MPAA Chairman and CEO Senator Chris Dodd



L-R: MPAA Chairman and CEO Senator Chris Dodd with James Su, Chairman, China American Film Festival



L-R: MPA Asia-Pacific President and Managing Director Mike Ellis; MPAA Chairman and CEO Senator Chris Dodd; La Peikang, Chairman, China Film Group; Paramount Pictures COO Frederick Huntsberry; MPA China Chief Representative William Feng



Panelists at CAFF Co-production Forum



Back row, L-R: Paramount Pictures COO Frederick Huntsberry; La Peikang, Chairman, China Film Group; MPAA Chairman and CEO Senator Chris Dodd; Front row, L-R: director Lu Yang; director Xiao Yang; director Guo Fan; director Chen Sicheng; director Ning Hao



L-R: Yangbin Wang, founder and CEO, Vobile; MPA China Chief Representative William Feng



MPAA Chairman and CEO Senator Chris Dodd; Li Heng, Chairman, Beijing International Intellectual Property Center and her daughter; MPA Asia Pacific President and Managing Director Mike Ellis



Audience at the opening ceremony of the 4th China International Co Production Film Screenings.



At right, Rajiv Dalal, Mayor's Office's Business Team Representative-Entertainment, City of Los Angeles, with his wife Divya and MPA Asia Pacific President and Managing Director Mike Ellis.



Screenwriter David Freeman; MPA Asia Pacific President and Managing Director Mike Ellis; Andre Morgan, founder, Ruddy Morgan Organization; MPA China Chief Representative William Feng



Students from the University of Southern California at the screening of *The Nightingale*



Zhang Xun, President of Yunnan Film Studio; MPAA Chairman and CEO Senator Chris Dodd



MPA Asia Pacific President and Managing Director Mike Ellis with young filmmakers participating in an industry film immersion course sponsored by the MPA

MPDA PARTNERS WITH FICCI AND CIITO RAISE AWARENESS OF THE NEED TO PROTECT ONLINE CONTENT

- ▶ On July 12, MPA executives participated in a full-day roundtable program on “Smuggling, Counterfeiting and Piracy” for more than 150 trainee and sitting judges at the Chandigarh Judicial Academy, organized by the Federation of Indian Chambers of Commerce and Industry (FICCI).

With the objective of highlighting issues and challenges that the judiciary is expected to address in resolving IP disputes in view of evolving technologies and trade policies, a representative from the Motion Picture Distributors Association (India) Pvt Ltd (MPDA), which represents the MPA studios’ interests in India, delivered a keynote address titled “Combating Content Theft in the Media and Entertainment Industry” that identified global best practices in combating online content theft through various measures undertaken by countries across the world. The MPDA was joined by representatives from Star India, Microsoft, and Hewlett Packard, and officials from the United States Patent & Trademark Office and Delhi University, among others.

On October 9, the Motion Picture Distributors Association participated in a training and sensitization program at the Tamil Nadu State Police Academy in Chennai to share global best practices in IPR enforcement, organized by the Confederation of Indian Industry (CII). A representative from the MPDA highlighted the importance and challenges of protecting online content, and shared global best practices in online enforcement, including the need for a standard operating procedure (SOP) for law enforcement across India and the need to create an independent law enforcement unit dedicated to tackling organized IP crime. The program was chaired by the Inspector General of the Tamil Nadu state police and was attended by over 50 senior police officials from the state including officials from the video piracy cell of the Crime Branch.



Lohita Sujith, Director, Corporate Communications, MPA, India addressing the audience on Smuggling, Counterfeiting and Piracy at the Roundtable Program organized by the at the Chandigarh Judicial Academy, organized by the Federation of Indian Chambers of Commerce and Industry (FICCI).

INDIA

MPDA SPOTLIGHTS CHALLENGES AND REMEDIES TO COMBAT ONLINE CONTENT THEFT IN INDIA

- ▶ From August-October, in a series of industry roundtables organized by the U.S. Consulate General, Mumbai and panel discussions organized by the Indo American Chamber of Commerce (IACC) and the Asian Coalition Against Counterfeiting and Piracy (ACACAP), the Motion Picture Dist. Association, India highlighted the rising challenge of combating online content theft in India and the need for IP protection to benefit the economy, promote foreign investment and increase the competitiveness of the Indian media and entertainment industry.

The industry roundtables were organized in preparation for the Indian Prime Minister’s visit to the United States at the end of September, to further discussions about reforming India’s Intellectual Property System, and were attended by local industry representatives, senior officials from the Office of the United States Trade Representative and President Obama’s Deputy Assistant and Deputy National Security Advisor for International Economics, Caroline Atkinson.

- ▶ On October 16, the Motion Picture Distributors Association participated in the IACC’s Tenth Indo-US Economic Summit: Convergence and

Connectivity in Indo-US Economic Relations. The roundtable focused on various issues affecting growth in the Indian media and entertainment industry. The MPDA highlighted the need for sharing global best practices to combat content theft – both source and online – the need for a unified tax regime, and infrastructure development in the Indian media and entertainment industry. Over 150 senior government officials, industry associations and opinion leaders attended the conference.

On October 31, a representative from MPDA, India participated in two panel discussions titled “Online Content Theft – Trends and Tackling Copyright Piracy Effectively” at the conference on Countering Piracy and Counterfeiting in Today’s India, hosted by the ACACAP. The conference was attended by 200 senior private sector representatives, as well as enforcement officials, and featured an opening address by Mr. Amitabh Kant, Hon. Secretary of the Ministry of Trade & Industry.



(From left) Bharat Dube, Founder, IP Gurus; Sughanthie Wijayasuriya Kadirgamar, Senior Partner IP, F. J. & G. de Saram, Sri Lanka; Alessandro Cimaschi, IP and Legal Affairs, Sony Computer Entertainment, Europe; Andrew Bradshaw, Brand Protection Director, SuperGroup Plc, London; Uday Singh, MD, MPA India; Harley Lewin, Senior Partner, McCarter & English, New York; at the Conference on Countering Piracy and Counterfeiting in Today's India, hosted by the ACACAP.



(From left) Sanjay Bhartiya, CEO Senior Media Ltd; Sandeep Marwah, Director AAFT Film School; Uday Singh, MD, MPA, India; Pankaj Parashar, film director; at the Indo American Chamber of Commerce (IACC) Tenth Indo-US Economic Summit: Convergence and Connectivity in Indo-US Economic Relations.



Bottom: Uday Singh, MD, MPDA India gives the keynote address on Online Content Theft Trends.

INDONESIA

SECOND INDONESIA FILMMAKERS GATHERING HELD AT JIFFEST 2014

INDONESIA

Supported by the MPA, Indonesian Film Board (BPI), Association of Indonesian Film Producers (APROFI), Indonesian Film Editors (INAFED) and Indonesian Writers for the Big Screen (PILAR), the 2nd Indonesia Filmmakers Gathering was held at the opening of the Jakarta International Film Festival (JiFFest) on November 14 at Mango Tree Bistro, Epicentrum Mal, Jakarta.

The event opened with a short presentation by Stephen Jenner, Director of Communication MPA Asia Pacific, on regional film platforms

available for emerging filmmakers, such as TROPFEST and the Asia Pacific Screen Awards. Then, following an introduction of BPI and other local film associations, attendees viewed *Pendekar Tongkat Emas* (Golden Cane Warrior), from Riri Riza, Mira Lesmana and Iffa Isfanyah.

Around 100 filmmakers, scriptwriters, journalists and film lovers were in attendance. The Jakarta International Film Festival (JiFFest) 2014 ran from November 14 to December 6, 2014.



Local screen community representatives at the Indonesia Filmmakers Gathering during JIFFEST.

TABULA RASA WORKSHOP IN UNIVERSITIES

In conjunction with the release of her new film *Tabula Rasa*, Sheila Timothy and her team at Lifelike Pictures organized a series of roadshows and workshops in several universities in Jakarta and Bandung (West Java), supported by the MPA.

The events were held from September 10 to October 4, at the University Multimedia Nusantara, Jakarta Art Institute, London School of Public Relations, University of Indonesia, Institute of Technology Bandung,

University of Trisakti and International University of Bina Nusantara. Besides being treated to a cooking class, participants were taken through the filmmaking process from script development to film directing.

Tabula Rasa was released in cinemas on September 25, and won the Citra Awards for Best Director and Best Script at Festival Film Indonesia in Palembang (South Sumatra) on December 6.

JAPAN

ACTION TAKEN AGAINST CHINESE WEBSITES SELLING PIRATED DVDS

- ▶ Trend Micro Inc.'s "Virus Buster" software includes a "Web Reputation Technology" feature that not only evaluates the safety of websites but also is capable of triggering pop-up warning messages prior to the opening of a web page to prevent potential computer virus infection if a user is about to access a malicious website.

JIMCA has been providing information about Chinese websites selling pirated copies of DVDs to Japan to Trend Micro Inc., and the company has added those websites to its list of those that prompt warning messages. Other security software companies have also introduced similar functionality, targeting websites at the request of the National Police Agency.

Following its purchases of pirated DVDs from some websites, JIMCA provided reports to the National Police Agency via the Metropolitan Police Department, resulting in the inclusion of those websites on the

list of websites the National Police Agency requests all security software companies to block. Due to this effort, the number of Chinese websites selling pirated copies that have the warning messages has increased.

Further, JIMCA successfully requested the Metropolitan Police Department to freeze the bank accounts to which JIMCA made money transfers when purchasing the pirated discs. JIMCA has long been negotiating with banks and the Japanese Bankers Association for sanctions against copyright infringers, and this was the first time accounts have been frozen as the result of JIMCA requests. It is believed bank account freezing will make a significant impact on pirated disc sellers.

JAPAN

"STOP ILLEGAL DOWNLOADS" AWARENESS CAMPAIGN RETURNS TO COMIC MARKET

- ▶ From August 15-17, Japan and International Motion Picture Association, Inc. (JIMCA), with the support of the Association of Japanese Animation (AJA), launched an awareness campaign with the theme of "STOP! Illegal Download" at a booth at the Comic Market 86 held at Tokyo Big Sight.

Original DVDs of "Mimorin's Room - STOP! Illegal Download" and original shopping bags of "Majimoji Rurumo & STOP! Illegal Download" exclusive to the Comic Market were distributed at JIMCA's booth. The DVD was in high demand and traded on Internet auction sites soon after the distribution at Comic Market.

Visitors to the booth who made a pledge "not to download illegally" were given the opportunity to take a photo with the campaign mascot,

Camcorder Guy, who appears in the promotional trailer "NO MORE MOVIE THEFT"; which has been presented prior to the screening of movies at all cinemas in Japan since 2007 as part of the movie theft prevention campaign co-implemented by the "Let's Go To The Cinema!" Committee.

Copyright mini-talk shows with special guest Yurika Endo, the voice actress renowned for the role of Tanako Kujirai from the animated show "Majimoji Rurumo," were also held.

Approximately 550,000 people attended the largest Japanese comic event "Comic Market 86" this year, and the STOP! Illegal Download Returns booth had 18,000 visitors.

JAPAN



Yurika Endo and JIMCA's Takashi Ajimura at Comic Market.

MAN ARRESTED FOR REPEATED ILLEGAL DISTRIBUTION ON “NICO NICO LIVE”

▶ On October 9, officers from the Cyber Crime Division of Hyogo Prefectural Police Headquarters and the Ikuta Police station arrested a man suspected of Copyright Act violation, illegally distributing movies without rights holders' permission via a live broadcasting video hosting website. The man admitted to the crime. The man had been using “Nico Nico Live” to illegally distribute movie files, including films copyrighted by MPAA member companies.

Despite JIMCA's numerous efforts to prevent the distribution, the man persevered with his illegal activity, distributing movies prior to cinema release and using SNS to inform followers of his broadcasting schedule. JIMCA requested the Hyogo Prefectural Police Headquarters Cyber Crime Division to undertake an operation, and JIMCA provided movie file analysis assistance during the investigation.

MPA AND JAPANESE FILM INDUSTRY LOOK AT RELATIONSHIP BETWEEN MOVIES AND MONEY

▶ On October 27, with support from the U.S. Embassy and the Federation of Japanese Films Industry (FJFI), TIFF and the Motion Picture Association (MPA) jointly held a seminar themed “Movies and the Money: A Long-Running Drama”.

US Ambassador Caroline Kennedy, Chairman and CEO of the Motion Picture Association of America (MPAA) Christopher Dodd, with film producer and educator Lord David Puttnam, addressed a capacity audience of filmmakers, government and Embassy representatives, as well as film festival goers, highlighting the shifting relationship between movies and money in a digital age.

Conducted as part of the 27th Tokyo International Film Festival (TIFF) and held at Roppongi Hills Mori Tower, the event featured speakers including Mike Ellis, President and Managing Director, Asia-Pacific Region, MPA; Yasushi Shiina, Director General TIFF; Shigenori Taguchi, Counselor, Secretariat of Intellectual Property Strategy Headquarters, Cabinet Secretariat; and Tomohiro Tohyama, Partner, TMI Associates.

Presenting the keynote speech, Lord Puttnam discussed the conflict between art and industry, and the factors that will affect the production of movies in the 21st century. He explored the most recent mechanisms

of distribution, across all platforms, that now allow filmmakers to speak to ever wider international audiences and highlighted the likely future role of the Asia-Pacific region in world cinema.

The seminar was webcast live on Nico Nico Live and FC2 Live, two of Japan's most popular online video platforms.

The MPA also supported the MoMA Best Film screenings, a hugely popular event during the Festival. This year, the Museum of Modern Art (MoMA) worked closely with TIFF and the Japan Community Cinema Centre (F Cinema Project) to showcase some vintage prints from MoMA's Department of Film collection. The screenings comprised feature and short films, including classics from John Ford, Howard Hawks, Elia Kazan and others.

Earlier during TIFF, Lord Puttnam spoke to a full house at a screening of a digitally remastered copy of the Academy Award-winning *Chariots of Fire*, sharing personal anecdotes from the making of the film including his surprise when it won Best Film at the Academy Awards.



Above: Senator Dodd visits the MoMA special screening venue.
 Above left: Mike Ellis, President and Managing Director, MPA Asia Pacific gives the opening address at the MPA UNI JAPAN Seminar.
 Below left: TIFF Speakers at MPA Seminar - (From left) Hidehiro Yokoo, Secretary-General, Intellectual Property Strategy Headquarters, Cabinet Secretariat; film producer and educator Lord David Puttnam; Caroline Bouvier Kennedy, U.S. Ambassador to Japan; Christopher Dodd, MPAA Chairman & CEO; Yasushi Shiina, Director General of TIFF; and Tomohiro Tohyama, Partner, TMI Associates.

KOREA

ILLEGAL SUBTITLERS TAKEN DOWN

▶ On May 16, KCTA filed criminal complaints against 15 illegal subtitlers who uploaded and shared unauthorized subtitled files to Internet websites and Internet cafe sites.

Fourteen of the subtitlers received suspended sentences and were ordered to attend copyright education sessions at the Korean

Copyright Commission. However one of the sub-titlers was found to have made sufficient profits that compelled the authorities to issue him with a suspended sentence and a fine of KRW 3,000,000 (approx. USD 2,700), an amount considerably higher than any previous fines for this activity.

NEW GENERATION OF KOREAN FILMMAKERS
FAST-TRACK CAREERS AT BIFF-MPA FILM WORKSHOP

▶ On October 3 and 4, representatives of the next generation of Korean filmmakers took part in the BIFF-MPA Film Workshop, involving master classes, mentoring and a pitching competition at Dongseo University, held in conjunction with the 19th Busan International Film Festival (BIFF) 2014.

Three awards were presented to filmmakers competing in the feature film pitch competition in recognition of the high quality of the film projects and presentation skills of the participants.

Taking first place following a difficult judges' decision was Kim Chang Hoon for his take on a zombie black comedy titled *Home Sweet Home*. Kim won a trip to Los Angeles to participate in a comprehensive five-day film immersion program in early November in the lead-up to the American Film Market (AFM).

Mike Ellis, President and Managing Director Asia Pacific, Motion Picture Association (MPA), recognized the depth of talent revealed during the competition by awarding two President's Special Recognition Prizes: Kwon Hyuk Jun, writer of *Hwaran*, a story about an infertile couple that enters into an arrangement to hire a surrogate mother, and Choi Sun Young, writer of *My Destiny*, a fictional historical drama of how Lee Jiham, a counselor in the Joseon Dynasty, came to write *Tojong Bigyeol*, a well-known local book on fortune telling.

The first day of the workshop involved a comprehensive analysis of the students' new feature film treatments, in which established film professionals worked closely with emerging filmmakers from some of the top film universities across Korea.

Mentors included Nik Powell (*Mona Lisa, The Crying Game, B. Monkey, Ladies in Lavender*), Lee Hanna (film producer *Turning Gate, Woman is the Future of Man, Secret Sunshine*), Lee Moo Young (director/screenwriter *Sympathy for Mr. Vengeance, A Bizarre Love Triangle, Mary & I*) and Youn Sung Eun, one of Korea's leading film critics.

Presenting the first of two master classes on the second day to a full lecture hall at Dongseo University, acclaimed Korean director Bong Joon-ho (director *The Host, Mother, Snowpiercer*) held young filmmakers spellbound with his insights into the filmmaking process and his experience working with filmmakers across the world.



Above: Workshop participants and judges at MPA BIFF Film Workshop.
Above left: (From left) Nik Powell, Bong Joon-ho and the MPA's Mike Ellis.
Below left: (From left) Nik Powell, Kwon Hyuk Jun, Kim Chang Hoon, Choi Sun Young and the MPA's Mike Ellis.



KOREA

KOREA

MALAYSIA

CRACKDOWN ON DVD PIRATES

▶ On June 4, the Kuala Lumpur Sessions Court sentenced 54-year-old Chu Kim Choi to a fine of RM125,000 (USD36,764) or 12 months jail term for pirating 50 DVD copies of MPA titles.

Choi was arrested on February 21, 2006 at the Seri Kembangan night market, Selangor, where 1,039 pirated DVDs and VCDs were seized from a vehicle. Among the MPA titles found were *The Legend of Zorro*, *The Chronicles of Narnia*, *Herbie: Fully Loaded*, *King Kong*, *Stealth*, *Zathura*, *Sky High*, *Firewall* and *The Pink Panther*.

On September 30, Kuala Lumpur Sessions Court sentenced 29-year-old Chong Chee Kong to a fine of RM125,000 (USD36,764) or 12 months jail term for pirating 50 DVD copies of MPA titles.

Kong was arrested on April 2, 2013 in Mont Kiara, Kuala Lumpur, where 1,936 pirated DVDs were seized from inside a vehicle. Among the MPA titles found were *Men In Black*, *Skyfall*, *The Hobbit: An Unexpected Journey*, *This is 40*, *The Amazing Spiderman*, *The Dark Knight Rises*, *Paranormal Activity 4*, *Life of Pi*, *Argo* and *Total Recall*.

On October 21, a team of enforcement officers from MDTCC (Kuantan) raided a retail shop at a shopping complex in Kuantan, Pahang that was selling pirated DVD and Blu-ray movies. A total of 6,278 pirated discs was seized from the premises. Among the titles seized were *Hangover III*, *Pacific Rim*, *The Wolverine* and *The Hobbit: The Desolation of Smaug*.

MALAYSIA



Pirated DVDs on display in Malaysia.

MALAYSIAN AUTHORITIES BLOCK FIVE MORE ROGUE SITES

▶ In July, Malaysia blocked five linking and streaming websites, which were mainly serving Internet users in Malaysia. All five websites investigated were offering free download or streaming of MPA movie titles and local films. The websites were www.kickass.to, www.rlslog.net, www.torrentz.eu, www.extratorrent.cc and www.ganool.com.

MALAYSIA

MSI CONTINUES ANTI-CAMCORDING CAMPAIGN

Nine anti-camcording training and cinema security inspections were conducted by Malaysia Screen Industry (MSI) during the second half of 2014. Cinema branch managers, operations staff members and security personnel attended the training and were given the "Make A Difference" brochures at the end of the training. Cinema security inspections were also conducted after the training to make sure that all the procedures are being followed.

NEW ZEALAND

TEMUERA MORRISON SHARES CAREER AND COPYRIGHT INSIGHTS WITH NEW ZEALAND BUSINESS ASSOCIATION

NEW ZEALAND

▶ In partnership with NZSA and Hoyts Cinemas NZ, actor Temuera Morrison gave the keynote speech at the annual Takapuna Business Association meeting hosted at Hoyts Berkley Cinema, Takapuna on July 17, emphasizing the importance of respecting intellectual property rights as well as the promotion of movies as an exciting entertainment platform. Morrison regaled the audience of over 100 business leaders with stories of working with Marlon Brando, Pamela Anderson, and George Lucas, among others.



Temuera Morrison addresses the Takapuna Business Association with emcee Monique Bradley.

WECREATE.ORG.NZ FORMED TO CHAMPION CREATIVE INDUSTRIES

▶ With partners from television, film, book publishing, music, games, photography and the visual arts, the New Zealand Screen Association launched WeCreate on July 10. The launch was hosted by the Attorney-General of New Zealand, Hon. Christopher Finlayson, at Parliament.

WeCreate is an alliance of 20 members of the creative industries in New Zealand formed to represent, champion and foster the sector. Other foundation members include Recorded Music NZ, Copyright Licensing NZ, the Publishers Association of NZ (PANZ), the Interactive Games and Entertainment Association (IGEA), the Australasian Performing Right Association (APRA) and Artists Alliance.

Concurrent with the launch, WeCreate released PwC report findings on the economic contribution to the New Zealand economy of film, television, book publishing and music. The report shows the books, music, television and film sectors of New Zealand's creative industries annually contribute more than NZ\$3.5 billion to the local economy.

InternetNZ hosted NetHui on July 9, at SkyCity Convention Centre, Auckland (Hui is Maori for 'meeting').

During this three-day conference for the tech-savvy Internet community across New Zealand, the New Zealand Screen Association, in partnership with other creative content stakeholders, took part in an event called "The Great Blend" to introduce the formation of WeCreate.

A panel discussion featured representatives from the creative sector discussing the important relationship between creative content and the Internet.

NEW ZEALAND



Hon. Christopher Finlayson, New Zealand Attorney-General, hosts the launch of WeCreate at Parliament in Wellington.



Screen capture from the WeCreate promotional trailer.

PHILIPPINES

ANTI-CAMCORDING WORKSHOP AT EXHIBITORS CONFERENCE

▶ On October 21, the MPA supported an anti-camcording workshop at the second exhibitors conference held in Philippines, where approximately 150 exhibitors were in attendance.

PHILIPPINES
 ● Guests of honor Director General Benjamin Magalong of the Philippine National Police (PNP) and Metro Manila Film Festival (MMFF) Chairman Francisco Tolentino talked about film piracy and sent the message that violators of the anti-camcording law RA10088 will be penalized.

The conference also included a panel discussion comprised of representatives from PNP and MPA security vendor Genric Holdings. Discussion mainly focused on the implementation and enforcement of the anti-camcording law. Participants were also given a preview of a new anti-camcording trailer, which was then officially launched at Metro Manila Film Festival on December 25.

SINGAPORE

STRONG DEMAND FOR QUALITY DIGITAL CONTENT DRIVES INVESTMENT IN ONLINE ENTERTAINMENT IN SOUTHEAST ASIA

▶ On September 19, creative industry executives from across Southeast Asia agreed that audience demand for quality film, television and music content was driving the online digital economies across the region, which is currently experiencing an explosion of new and innovative services.

“Fast Track Southeast Asia: How quality content is driving the digital economy,” a forum and networking event held in Singapore, assessed the growth of screen content consumption in Southeast Asia markets, and reviewed the environmental factors that allow these types of online services to flourish.

SINGAPORE
 ● The first panel, “Developing the Market,” was moderated by Edwin Yeo, SPRG, and featured Norman Halim, KRU Studios, Malaysia; Rahul

Pushkarna, 20th Century Fox Home Entertainment International, Hong Kong; and Do Hoang Viet, Nam Giao, Vietnam.

The second panel, “Evolving and Marketing the Offer,” was moderated by Krishnan Rajagopalan, SingTel, and featured Steven Frank, Deezer, Singapore; Tanongkiat Budthasaen, Hollywood HDTV, Thailand; and Wang Yangbin, Vobile, Singapore.

The forums and networking event were held at Cathay Cineleisure Orchard in Singapore. The event was organized by the Centre for Content Protection, and was supported by 21st Century Fox, CASBAA, Cathay Cineplex, IFPI, MPA and Vobile.



Event panelists gather for a photograph during the networking session.

TAIWAN

TAIWAN'S CREATIVE COMMUNITY LAUNCHES ATTITUDINAL RESEARCH

▶ On August 21, representatives of a broad creative coalition in Taiwan held an event to launch new research, 'Exploring Online Piracy Behavior and Attitudes in Taiwan', and a video trailer featuring well-known music artists, composers and filmmakers who shared their views on the matter.

The launch of the research and video is part of a range of strategic communications initiatives aimed at raising public awareness of the levels of infringement in Taiwan and that the majority of Taiwanese not only recognize that more needs to be done to prevent individuals from downloading or streaming pirated content but also agree that the government and courts are in a position to take measures to address piracy.

TAIWAN



Above right: Willy Liao of Showtime Cinemas speaks to the media about his views on the research findings.
Above: Representatives of a broad creative coalition gather at the launch of attitudinal research in Taiwan.

TISF PARTNERS TIPO AT INTERNET COPYRIGHT PROTECTION CARNIVAL

▶ On June 21, TISF and TIPO organized an Internet Copyright Protection Carnival (ICPC) held at Taipei General Station. TISF's Spencer Yang in the opening remarks highlighted the importance of copyright protection for the film industry. Director Chang Bo Ray and Producer C.C. Daniel Chen attended to share their experience of movie making. ISPs including GOGOBOX and Yam were in attendance to show support for the event.

Guests and members of the public at the Internet Copyright Protection Carnival.



TAIWAN

SECOND SUCCESSFUL JUDICIAL SEMINAR HELD

▶ On September 22, the American Institute in Taiwan, the European Economic and Trade Office, and Taiwan International Screen Foundation jointly sponsored a half-day seminar on “Addressing Online IPR Protection” at the American Culture Center at Taipei.

One of the main speakers at the event, David Lowe of the United Kingdom’s Intellectual Property Office, described a mechanism recently introduced in Britain under which rights-holders – once other potential remedies have failed – can obtain a judicial injunction enabling the authorities to block user access to offshore websites deemed to be flagrant offenders.

Another presenter, Matthew Cheetham of the Motion Picture Association, reported that within the Asia-Pacific region, countries including Australia, Korea, Malaysia and Singapore have adopted measures – through either regulatory or judicial channels – to enable the blocking of seriously infringing sites.

TAIWAN There were about 60 participants, included representatives from the MPA Regional Office, TIPO officials, copyright lawyers, film makers, and representatives from various associations.



David Lowe of UK’s IP office speaks at the judicial seminar.

THAILAND

FILMMAKERS IMPRESS AT ANIMATION COMPETITION

▶ “Don’t Let The Creativity Fall,” by the Linn Htet Maw team from Myanmar took first prize at the ASEAN (Association of South East Asian Nations) Animation Contest 2014, supported by the MPA at Software Expo Asia 2014 at the National Queen Sirikit Convention Center in Bangkok on August 28.

Thailand’s Department of Intellectual Property, Ministry of Commerce, in conjunction with the Japan Copyright Office, the Korea Copyright Commission, the Motion Picture Association – Thailand (MPA), Thai Entertainment Content Trade Association (TECA) Software Industry Promotion Agency (SIPA). As part of his prize, Linn Htet Maw attended a five day film immersion course in Los Angeles, supported by the MPA.

Thai Digital Entertainment Content Federation (TDEC), organized the award ceremony for contestants from ASEAN countries.

The Animation Contest for ASEAN 2014 Project is a regional competition that provides an opportunity for animation creators, business operators, computer graphic designers, professors, students, and pupils in Thailand and other ASEAN countries to submit animated works on the theme “Increase Copyright Awareness.”

The contest is designed to promote and drive the growth of the animation industry, as well as to drive a campaign against copyright violations.



Linn Htet Maw (left) receives top prize from the MPA’s Thienchai Pinvises (center).

MPA AND THAI CREATIVE INDUSTRY RUN INTERNET TRAINING FOR ENFORCEMENT OFFICERS

▶ From September 18-19, the MPA held Internet Training sessions for senior investigators from the Department of Intellectual Property, Customs, IP Court, Thailand E-Government Interoperability Framework, Economic Crime Division, Cybercrime Police, Department of Special Investigation, Revenue Department, Thai PBS, National Broadcasting

and Telecommunication Commission (NBTC), Thai Film Federation, Intellectual Property Association of Thailand (IPAT). The Commander of the Technology Crime Suppression Division. Representatives from True Money and True Visions also participated as speakers.

THAILAND



Above and right: Enforcement officials participated in the Internet training session.

MPA AWARDS TOP SCORERS AT CHULALONGKORN UNIVERSITY



On August 21, the MPA gave out awards to Chulalongkorn University students Nattanon Tangngam (left) and Marisa Teeranetikul (right), who achieved top scores in their IP Law Class.

VIETNAM

“MOVIES FOR EVERYONE” IPR OUTREACH CAMPAIGN A SUCCESS

▶ In late November and early December, the MPA supported a “Movies for Everyone” IPR awareness campaign organized by CJ CGV. Over 5,600 students from eight universities across Vietnam heard from

Vietnamese actors Hoàng Thùy Linh and Harry Lu, as well as the MPA, on why copyright matters for the development of the screen industry.



Enthusiastic students jump at the chance to win souvenirs during Q&A.



Vietnamese actors Hoàng Thùy Linh and Harry Lu (center, both wearing black) pose with students.

MPA SPONSORS AWARDS AT HANIFFTALENT CAMPUS

▶ In November, the MPA participated in the Hanoi International Film Festival's "Talent Campus" event, sponsoring awards for three participants. The biennial HANIFF Talent Campus brings emerging talent and seasoned film professionals together, offering a platform for filmmakers to exchange views, find collaborators, and discuss new trends and developments in contemporary cinema and media.

Applicants for the campus workshop must be studying in the areas of screenwriting, documentary filmmaking, producing, directing, cinematography, acting, editing, film criticism, distribution sound design, film music composition, art direction, or production design.



Nguyen Thi My Trang, Nguyen Minh Tien and Shin Il receive awards from MPA's Susan Lee.

VIETNAM

NEW THANK YOU CAMPAIGN TRAILER LAUNCHED

▶ With the approval of the Ministry of Culture, Sport and Tourism, the MPA has released a "thank you" video clip to send a message about copyright protection from Vietnamese film makers and artists to the

general public. The video clip has been played widely at all the major theaters in Vietnam and by VTV, the biggest state-owned television station. Trailer can be viewed at <http://vimeo.com/113565374>.

MPA HOSTS WORKSHOP ON INTERNET SAFETY WITH VIETNAM INTERNET ASSOCIATION

▶ More than 60 invitees from the Ministry of Information and Communications (MIC), the Vietnamese Advertising Association (VAA), the local content industry, and print & TV media attended an Online Safety workshop in Hanoi co-hosted by the MPA and the Vietnamese Internet Association (VIA) on September 26.

The workshop included a presentation by Dr. Paul Watters, Professor in Information Technology at the School of Engineering & Advanced Technology, Massey University, who discussed the findings of his research paper "Do Rogue Websites and High Risk Advertising Undermine Social Policy in Vietnam?," as well as a presentation by Kieron Sharp, Director General, UKFACT, who spoke about the success of Operation Creative, a collaborative initiative between the Police and the film, music and book publishing industry in the United Kingdom.



The MPA's Neil Gane speaks at the workshop on Internet Safety.

VIETNAM



Promoting and Protecting the Screen Community



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