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Promoting and Protecting the Screen Community



Dr Brett Danaher, Visiting Research Professor at the Heinz School at Carnegie Mellon University speaks to screen industry, IP lawyers and media in Sydney, Australia, May 2016.

ASIA PACIFIC LOOKS TO SITE BLOCKING MEASURES AS EFFECTIVE TOOL AGAINST PIRACY

Industry and governments across the Asia Pacific region continue to assess and pursue site blocking measures in the form of either judicial relief or administrative order as an effective means of combatting online copyright infringement. Working with local coalitions, the MPA has utilised site blocking research, expert academics, and various forums to highlight the efficacy of such measures, and sensitize governments and communities to the benefits of such an approach to reducing online piracy.

AUSTRALIA:

In May this year in Sydney, Australia, Dr Brett Danaher, Visiting Research Professor at the Heinz School at Carnegie Mellon University, presented research on the efficacy of site-blocking. He was hosted by the Australian Screen Association and Minter Ellison Lawyers. Dr Danaher spoke to an audience of content

creators, distributors, lawyers, academics and media about the digitisation of the media industries, its impact on copyright reform and the protection of intellectual property. Dr Danaher's presentation focused on the three levels of evaluating the effectiveness of site blocking: whether it decreases visits to the blocked sites; whether it decreases total piracy; and whether it increases legal consumption. The studies found that simultaneously blocking a number of popular piracy sites caused a meaningful decrease in total piracy and a significant increase in legal consumption of video content.

The timing of the event, as well as the significant amount of positive press it generated, greatly enhanced awareness in Australia of the efficacy of site blocking as a proportionate and reasonable measure to reduce piracy.

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ASIA PACIFIC LOOKS TO SITE BLOCKING MEASURES AS EFFECTIVE TOOL AGAINST PIRACY (cont'd)

Rights holders this year made applications to the Federal Court of Australia. Village Roadshow, together with MPAA member studios, filed an action to have internet service providers disable access to Solarmovie. Simultaneously, subscription TV company, Foxtel, made an application to the court for ISPs to block access to The Pirate Bay, Torrentz, isoHunt and TorrentHound.

INDIA:

In February, the MPDA participated in multiple forums including the Global Intellectual Property Center's (GIPC) multi-stakeholder discussion on IP in Delhi, the Confederation of Indian Industry's LITCON in Chennai and a State level roundtable organised by GIPC and the U.S. Chamber of Commerce to raise concern on the rising threat of online piracy and the need to protect copyright in a digital age.

On April 1, the MPDA participated in a roundtable discussion entitled 'It's Simple. Just Follow the Money' at the 2016 FICCI FRAMES, Mumbai. The panel comprised representatives from FACT, PIPCU, City of London Police and the Minister for Information Technology, State of Telangana. The panel discussion featured a keynote on the success of PIPCU's initiatives in curbing online piracy through site-blocking.

Further, on April 4, MPDA supported a conference entitled 'Digital Advertising: Protecting Brand Integrity & Stimulating Content Creation', in association with FICCI, Star TV and the USPTO in Delhi. MPDA, including representatives from MPA member studios, highlighted the need to address the problem of misplaced ads, which provide economic resources that fuel illegal pirate sites and siphon substantial funds away from legitimate content creators. Quoting global best practices in various countries including UK's PIPCU, panellists discussed the need for a coalition between government, law enforcement agencies, creative industries and the online advertising community to enforce site-blocking and deter the growth of online piracy. And finally, on April 22, a representative from MPA highlighted best practices in protecting creative industries through site-blocking and strategic outreach campaigns during a panel discussion entitled 'Creative India, Innovative India: The New Face Of IP in India' at the 13th edition of the legal counsel congress, the annual general counsel gathering organised by IDEX Legal in association with Thomson Reuters.

JAPAN:

On May 9, the Japan and International Motion Picture Copyright Association (JIMCA)

participated in a meeting of the Intellectual Property Strategy Headquarter (IPSH) for the announcement of the 'Intellectual Property Strategic Program 2016'. The program was comprised of four pillars: (1) Promoting IP innovation for the fourth industrial revolution era; (2) Diffusion and permeation of IP awareness and educational activities; (3) Promotion of new development of content; and (4) Improvement of the foundation of the IP system. During the discussion on the promotion of IP innovation, stakeholders took the opportunity to introduce a discussion on site blocking, and considered the measure as a possible remedy against online infringement. The parties agreed to monitor the ongoing site blocking operations currently being undertaken in other markets around the world. This resolution has now been assigned to the cabinet and other relevant ministries and agencies, demonstrating the importance attributed to such measures.

KOREA:

On March 24, the Korea Communications Standards Commission (the KCSC) authorised site-blocks on all Korean ISPs suspected of copyright infringements. Fourteen sites in all were blocked, including three sites referred by MPA (Bestmrt.com, Torrenthu.com, Toptrn.com). Jubetv.com - also one of the submitted sites - was not blocked due to the fact that it is running under the encrypted version of http, namely 'https', and Korean ISPs are not capable of blocking websites running on 'https' or CDN services due to technical limitations. Additionally, 88 redirect sites were also blocked over the course of January to April 2016.

The second wave of site-blocking started in May and blocking orders are to be issued for a total of 13 infringing sites (including 4 MPA referrals: Tomoa.net; Tok2.net; Mohmo.net; Gomtorrent.com) by late June. The majority of the infringing sites are P2P/torrent sites which contain both Korean and MPAA member studios' content. Compared to last year's semi-annual blocks, the KCSC has already issued two rounds of site-blocking orders as of June and plans to roll out Round 3 during the latter half of 2016. In tandem, MPA Korea is continuously working with the Korea Copyright Commission (KCC) to identify mirror/redirecting sites for off-round site-blocking and submit individual post blockings of content infringement sites including those featuring films such as CAPTAIN AMERICA: CIVIL WAR, X-MEN: APOCALYPSE and others). As part of the Government's plan to streamline the processing period, the development of an

ASIA PACIFIC LOOKS TO SITE BLOCKING MEASURES AS EFFECTIVE TOOL AGAINST PIRACY (cont'd)

automated system that replaces the current manual collection of infringement evidence is underway and is expected to go live during the latter half of 2016. Gaining momentum through its already having achieved substantial results, it is likely that site-blocking will continue to play a bigger role in combating infringing foreign websites in Korea. On April 19, we launched the 'Study on Site-Blocking Impact in Korea', designed to evaluate the effectiveness of site blocking implemented by the Korean Communications Standards Commission (KCSC). The study assessed the impact of site-blocking during three rounds of blocks implemented during August 2014 (Wave 1), November 2014 (Wave 2) and June 2015 (Wave 3) targeting 106 infringing sites (including 77 P2P sites) on both PC and mobile.

Key findings were as follows:

- Visits to blocked sites declined on average of 90% as of three months after each block (Wave 1: 97%, Wave 2: 93% and Wave 3: 79%). However, visits to one of the infringing sites (tvzil.com) increased as this site was not blocked because it runs on https. Currently, sites using a CDN (Content Delivery Network) and https services cannot be blocked by ISPs due to technical limitations;

- Total visits to piracy sites dropped following each wave of site blocking, with the greatest reduction after the 3rd block in June 2015. Following the block, significant number of users migrated to other unblocked sites but the total number of piracy visits lowered by 15% and P2P piracy rate also dropped by 51%.

The study which was shared with relevant government agencies and local coalition partners served as a great opportunity to receive robust metrics and support for the further site-blocking action of infringing sites in Korea. The Ministry of Culture, Sports and Tourism and the Korea Copyright Commission publicised the results of the MPAA study through their press releases and helped to promote the awareness on the efficacy of site-blocking. ■

MPA & APSA ANNOUNCE LAUNCH OF 2016 FILM FUND

The Asia Pacific Screen Awards (APSA) and its Academy, and the Motion Picture Association (MPA) Asia Pacific officially renewed their successful partnership at an event held during the MPA-BFM Film Workshop at the 6th Beijing International Film Festival. Together they launched the 7th round of the MPA APSA Academy Film Fund and announced the distinguished film professionals who will be determining the recipients of four script development grants to nurture Asia Pacific stories in November 2016.

Returning Chair Andrew Pike (Australia) will be joined by André Morgan (USA/China), the Oscar®-winning founder of the international production powerhouse studio Ruddy Morgan Organisation, and Fujioka Asako (Japan), former director of the Yamagata International Documentary Film Festival and long-standing member of the selection committee for the Busan International Film Festival's Asian Network of Documentary (AND) Fund.

The MPA APSA Academy Film Fund was created to support, at script stage, new feature film projects originated by APSA Academy members and their colleagues across Asia Pacific. The fund awards four development

grants of US\$25,000 annually. The 7th round of the Fund will bring the total number of projects funded to 28. The recipients of the grants will be announced during the 10th Asia Pacific Screen Awards Ceremony on Thursday 24 November 2016 in Brisbane, Australia.

A snapshot of MPA APSA Academy Film Fund success stories includes:

The first completed film, from the inaugural round of the Fund in 2010, was Asghar Farhadi's A SEPARATION which went on to win over 100 awards internationally including an Oscar®, Golden Globe®, Golden Bear and APSA for Best Film.

2011 Fund recipient Maryam Ebrahimi's NO BURQAS BEHIND BARS was recognised worldwide, winning awards at major festivals around the globe, including the biggest TV award in Europe - the Prix Europa Award for Best TV Documentary - and an International Emmy Award.

Shawkat Amin Koriki's MEMORIES ON STONE began its development as a 2011 Fund recipient and, since completion, has garnered more than a dozen international awards including the 2014 APSA UNESCO Award. The

MPA & APSA ANNOUNCE LAUNCH OF 2016 FILM FUND (cont'd)



(From L to R) **Stephen Jenner** - VP, Communications, MPA Asia Pacific, **André Morgan** - founder, Ruddy Morgan Organisation, APSA Board Member **John Kirby AM, Mike Ellis** - President and Managing Director, MPA Asia Pacific and **William Feng** - VP, MPA Asia Pacific and President of MPA Greater China.

film had an official screening at UNESCO Headquarters in Paris and at the MPAA headquarters in Washington and was Iraq's official submission for the 88th Academy Awards® for Best Foreign Language Film.

MPA APSA Academy Film Fund 2016 Panellists:

Andrew Pike (Chair) is a film distributor, film historian and documentary filmmaker. With **Ross Cooper**, he co-authored *Australian Film 1900-1977*. His company, **Ronin Films**, distributed many Chinese Fifth Generation films in the 1980s, and many Japanese classics. The company's Australian releases have included *STRICTLY BALLROOM* and *SHINE*. In 2007, he received an Order of Australia Medal and an honorary doctorate from the University of Canberra. For ten years until 2012, he served on various iterations of the Board of the National Film and Sound Archive of Australia. In 2007 he produced the documentary *ACROSS THE PLATEAU* for Chinese director **Zhang Zeming**. As a documentary director, his films include *ANGELS OF WAR*, *THE CHIFLEYS OF BUSBY STREET*, *EMILY IN JAPAN*, and *MESSAGE FROM MUNGO* (co-directed with **Ann McGrath** and winner of a United Nations Association Media Award in November 2014). In 2015 he was General Manager of the Canberra International Film Festival.

André Morgan partnered with **Albert S. Ruddy** to found **Ruddy Morgan Organisation (RMO)** in 1984. RMO produced more than 80 films, and hundreds of hours of television. Subsequently Mr Morgan went on to advise many media groups including **Bakrie Brothers**, **Media Asia**,

BAFTA (LA) and many of the American studios formulating a China strategy. His advisory work moved into large scale transnational projects in many non-media related fields. Morgan has been co-chairman of the **Chinese American Film Festival** for many years. He produced or co-produced *MILLION DOLLAR BABY*, *THE LONGEST YARD*, *THE WHITE COUNTESS* and these international films have won countless awards, including **Golden Globe®** and **David di Donatello Awards**, Japanese academic prizes and **Academy Awards®** including **Best Picture**, **Directing** and **Adapted Screenplay** for *MILLION DOLLAR BABY*. His Chinese films (*PERHAPS LOVE*, *THE WARLORDS* and *PROTEGE*) also won his directors, actors and crews countless awards including best film, best director and the best leading actor in Hong Kong, Taiwan, China and across Asia.

Fujioka Asako has worked with **Yamagata International Documentary Film Festival** since 1993 as Co-ordinator, Director, and is now on the Board of Directors. She has been a selection committee member and advisor for the **Busan International Film Festival's Asian Network of Documentary (AND) Fund** since 2006. She organises film "dojo" workshops to introduce Asian filmmakers to new experiences, distributes Asian documentaries in Japan, and handles international liaison for Japanese documentaries. She is one of the founders and board members of non-profit **Independent Cinema Guild** in Japan and recently joined the executive committee of **Tokyo Docs**, an international pitching forum. ■

MPA SUPPORTS EMERGING FILMMAKERS AT TROPFEST AUSTRALIA

On February 22, the MPA continued its long-standing support of emerging Australian filmmakers at Tropfest Australia - the world's largest short film festival - by providing First Prize winners Spencer Susser and Daniel 'Cloud' Campos with a five-day film immersion course in Los Angeles. Their film SHINY sends the message that people were often obsessed

with material things and blind to the important things in life, like love.

Academy Award®-winner Mel Gibson and fellow Aussie actors Simon Baker and Rebecca Gibney were on the panel to judge the sixteen finalists, where the winners emerged in front of an estimated 100,000 strong crowd in Sydney's Centennial Park.

Spencer Susser began making films at a very young age. In 2000, having had the privilege of working alongside George Lucas, he directed THE MAKING OF STAR WARS EPISODE II: ATTACK OF THE CLONES, the official behind-the-scenes documentary for the film. Spencer has directed music videos for artists including Lana Del Rey, The Veronicas, The Offspring and many more. Daniel 'Cloud' Campos is a natural-born director. Shortly after he moved to Los Angeles, he had a very successful dance and acting career in commercials, music videos and film. His ultimate goal is to inspire the world and leave behind a path for others to follow.

Tropfest finalist Antonio Barlin wrote of his experiences producing a short film for the festival and the challenges of monetising and protecting his creative rights in the current digital environment. ■

An estimated 100,000 strong crowd turns up in support of Tropfest Australia 2016.



FILM STUDENTS IN FOCUS FOR WORLD IP DAY

Australia's next-generation TV and filmmakers celebrate World IP Day with insights from industry experts on shaping their future.

Over 80 film and television students joined industry professionals today to mark World IP Day, explore some issues surrounding our cultural future in the Digital Age and celebrate home-grown creativity with a preview screening of A MONTH OF SUNDAYS.

An UN initiative established in 2000, World IP Day celebrates the role of intellectual property (IP) in creativity and innovation. This year's theme is Digital Creativity: Culture Reimagined.

Australian Film TV & Radio School CEO, Neil Peplow; Madman Entertainment Head of Production and A MONTH OF SUNDAYS Producer Nick Batzias; and copyright law specialist, Caroline Verge shared insights on the value of creative content, making great Australian films and TV and managing change in the digital age.

The Australian Screen Association's newly appointed Executive Chairman, Paul Muller joined with Lori Flekser, Executive Director of Creative Content Australia to host the World IP Day celebration at Hoyts Cinemas at the EQ precinct.

The event underscored that the film industry has much to celebrate right now. 2015 was the best year ever for Australian films at the local box office, with a total gross of more than \$88 million. The home-grown successes include THE DRESSMAKER, multiple Oscar®-winner MAD MAX: FURY ROAD, THE WATER DIVINER, PAPER PLANES, LAST CAB TO DARWIN, ODDBALL and the documentary THAT SUGAR FILM.

Producer Nick Batzias introduced the preview screening of A MONTH OF SUNDAYS written, directed and produced by Matthew Saville and starring Anthony LaPaglia, Julia Blake, Justine Clarke and John Clarke. The film was released by Madman Entertainment on April 28, 2016. ■

Australian Film TV & Radio School CEO Neil Peplow with students at the preview screening of A MONTH OF SUNDAYS.



MAJOR ILLEGAL DVD RACKET SHUT DOWN

On 12 May 2016, Victorian Police, supported by investigators from the Australian Screen Association (ASA), seized over 4,200 DVD optical discs suspected of infringement, together with two computers (including a total of six DVD burners) from a residential property in Hastings, Victoria. During the search, police also seized a quantity of cannabis, drug paraphernalia and a sum of cash. It is alleged that the male and female occupants of the home were allegedly selling cannabis and pirated DVDs from their home. A 57-year-old female from Hastings is assisting police with their inquiries in relation to the possession and alleged sale of infringing DVDs.

Earlier on 5 May 2016, New South Wales Police, supported by investigators from the ASA, seized over 1,200 illegal movie DVDs. The stall holder was allegedly selling a large range of feature film titles including ZOOTOPIA, EDDIE THE EAGLE, HOW TO BE SINGLE, THE BOSS, THE FINEST HOURS and MY BIG FAT GREEK WEDDING 2 which are all currently screening in Australian cinemas. Other alleged infringing DVDs seized included: LADY IN THE VAN, HOTEL TRANSYLVANIA 2, MISCONDUCT and THE UNFOLDING. A 39-year-

old male from Bankstown is assisting police with their inquiries.

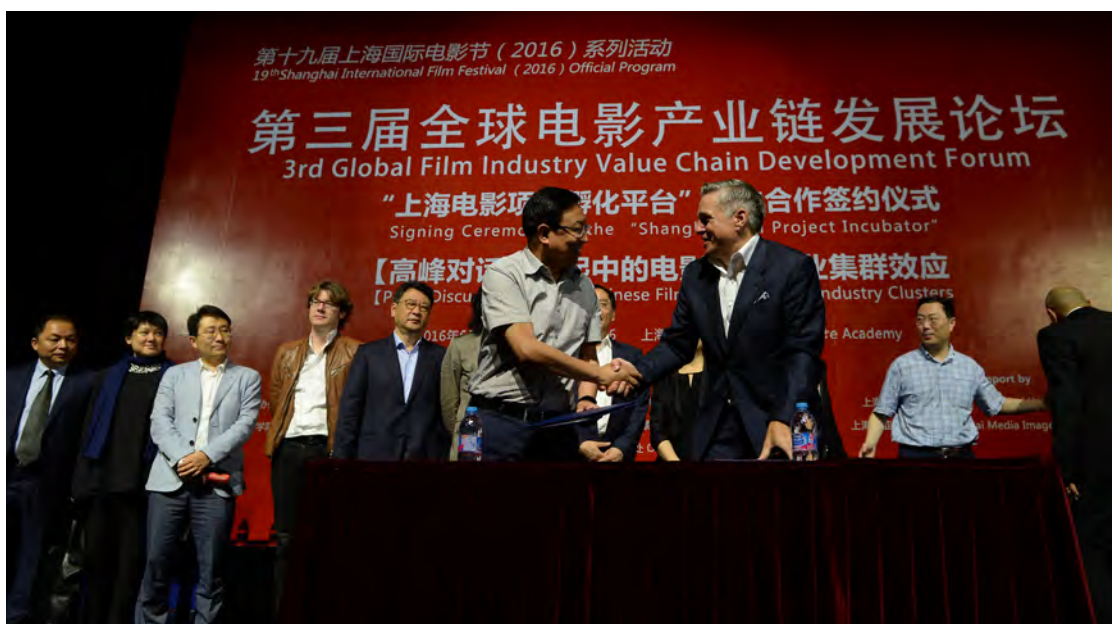
April 5th, 2016, Mosaic Defredes and Allison Daniel pleaded guilty today on charges relating to the possession and sale of thousands of High Quality Counterfeit (HQC) DVDs. The two appeared in the Downing Centre Local Court before Magistrate Swain. Defredes and Daniel were arrested in April 2013, following the seizure of a total of approximately 1.2 million DVDs. Detectives from Quakers Hill Police, with the support of investigators from the Australian Screen Association (ASA), conducted the operation. Defredes and Daniel had also sold over 65,000 DVDs (totalling over \$1.6 million in sales) on eBay to unsuspecting buyers. A significant proportion of the DVDs possessed and sold were HQC DVDs. A factory unit in Kings Park was used for assembling and packaging the DVDs. As Defredes was leaving court, NSW Police arrested him and he was taken to City Central Police Station where he was subsequently charged with one count relating to the 192J Crimes Act (NSW), relating to identification information, and another count relating to the 29(1) Passport Act. ■

CHINA

SHANGHAI PROJECTED AS FUTURE GLOBAL INDUSTRY HUB AT 2016 SHANGHAI INTERNATIONAL FILM FESTIVAL

On June 12, leaders of the Chinese and international film industries shared their proposals for developing Shanghai as a global film industry hub at the 3rd Film Industry Value Chain Development Forum during the 19th Shanghai International Film Festival (SIFF).

Now in its third year, the Film Industry Value Chain Development Forum, presented by the Motion Picture Association (MPA) in partnership with the Shanghai Theatre Academy (STA) and SIFF, has rapidly become established as a showcase for



Left: Mike Ellis and Lou Wei / Party Secretary of Shanghai Theatre Academy, signed the 'Shanghai Film Project Incubator' MOU

SHANGHAI PROJECTED AS GLOBAL FILM INDUSTRY HUB AT 2015 SHANGHAI INTERNATIONAL FILM FESTIVAL (cont'd)

cutting edge ideas powering the future growth of the Chinese film industry.

In 2015, China's film market reached over USD 6.4 billion (44 billion RMB) in box office revenue, an increase of 48% over the previous year. In 2016, China's box office is expected to exceed USD 9 billion (60 billion RMB).

Shanghai is taking bold steps to build the city as an attractive base from which to finance, produce and distribute films, as well as having the capability of inviting the multitude of associated film businesses to supplement and complement the core production industry. These steps include encouraging positive local government policies, the partnering of Shanghai's major institutions with local and foreign contemporaries to actively cultivate talent and industry research, and the cultivation of major construction in the areas of production, post production, film school and

industry infrastructure.

This year's forum dedicated a panel session to exploring how Shanghai can learn from other major film hub centres around the world and develop its own exceptional film industry hub.

Mike Ellis - President & Managing Director Asia Pacific, MPA, Lou Wei - Party Secretary of Shanghai Theatre Academy; Jiang Ping - General Manager of China Film Co. Ltd; Fu Wenxia - Deputy Executive Secretary of SIFF; and Jin Weiyi - Deputy Director of the Literature and Arts Division, Publicity Department of the CPC Shanghai Committee were present to give keynote speeches.

On Monday June 13, the MPA supported the Winston Baker 4th Annual Film Finance Forum China. 'Going Global: The New Era of Production and Deal Making.' ■



Bottom Left: Forum panellist group photo, from left to right: **Mike Ellis** / President & Managing Director of Asia Pacific, MPA, delivered opening remarks; **Xu Tianfu** / Vice President of Hengdian Group, Chairman of Hengdian Group Entertainment Co.,Ltd; **Liu Haibo** / Vice President of the Shanghai Vancouver Film Academy; **Carrie Wong**, Head of Local Production Film and TV, Greater China, Sony Pictures Entertainment; **Jo Yan** / Executive Vice President & Managing Director of China, Universal Pictures International; **Michael Favelle** / Australian Producer, Founder & CEO of Odin's Eye Productions; **Sherwood Hu** / Dean of School of Film and Television, STA; **Chen Jiande** / Chief Executive Officer, IMAX Holding, Inc.; **William Feng** / MPA Vice President of Asia Pacific & Head of Greater China hosted the forum.

CHINA DEVELOPING NATIONAL DIGITAL RIGHTS MANAGEMENT SYSTEM TO ENHANCE DIGITAL CONTENT PROTECTION

MPA is taking steps with the Digital Rights Management Forum of China (China DRM) to promote a healthy environment for digital rights management (DRM) in China. Between January 20 and 22, senior executives representing member companies in the areas of technology, content protection and digital business shared issues of concern for new generation UHD TV sets, mobile devices and set-top boxes as attendees of the China DRM-Hollywood Workshop in Xiamen City. The three day discussion delved into China's DRM robustness rules, test requirements and test methods of software profiling, hardware profile and enhanced profile. MPA and member companies' suggestions for security features were well received and the government plans

for their adoption within a couple of months. Sheng Zhifan, Vice Chairman of China DRM, presided over the workshop and was joined on the final day by Ding Wenhua, Chairman of China DRM, and Wang Xiaojie, Director General of SAPPRT's Science and Technology Department. Wang and her department are leading and ultimately responsible for efforts related to China's DRM. In that vein, MPA China facilitated a productive lunch meeting between Wang and MPAA SVP Dan Robbins, MPA China's Director of Copyright Protection Vivian Peng, MovieLabs CTO Jim Helman and two representatives from member studios. Those present stated a desire to work together and maintain the momentum on digital content protection as the market evolves. ■

MPA PARTNERS WITH ALIBABA IN FIGHT AGAINST STB PIRACY

On March 18, Mike Ellis, President and Managing Director of MPA Asia Pacific, William Feng, MPA Head of Greater China and Vice President of Asia-Pacific Region, and Vivian Peng, MPA China's Director of Copyright Protection, met with Alibaba executives at the company's headquarters in Hangzhou. Both parties agreed on collaborative steps that will take an MOU established in 2012 to the next stage. Joint points of action included:

- MPA referral of major illegal STBs to Taobao for takedown;
- MPA and Alibaba identification of notorious infringing STB apps for government action, especially now that Alibaba has entered licensing agreements with MPA members to distribute Hollywood content on its T-Mall Box;
- Alibaba participation in MPA's initiative before the World IP Day, which will call for copyright protection on Smart TVs and STBs ■

SPOTLIGHT ON CHINA'S EMERGING FILMMAKERS AT 6TH BEIJING INTERNATIONAL FILM FESTIVAL

Senior Chinese and international film industry leaders shared their vision for the next phase of the Chinese film industry April 20 at the MPA - Beijing Film Market (BFM) Film Workshop held during the Beijing International Film Festival.

The first of two panel discussions featured Chen Hang (Managing Director, China Cultural Industry Fund), Huang Qunfei (Vice General Manager, Huaxia Film Distribution), Bennett Pozil (EVP & Head of Corporate Banking, East West Bank), and Rong Yang (Founder and President of TK Films). Moderated by William Feng (Head of Greater China & VP of Asia Pacific, MPA), the panelists confronted the challenges and opportunities that will shape the Chinese film industry and its relationship with its international counterparts.

A second panel featured Richard Fox (EVP, Warner Bros. Entertainment International), Brett Ratner (Director/Producer RUSH HOUR, THE FAMILY MAN, RED DRAGON, X-MEN: THE LAST STAND and TOWER HEIST), Miao Xiaotian

(President of China Film Co-Production Corporation), Zhao Fang (General Manager, Wanda Media) and Zhu Huilong (CEO, Heyi Pictures). Moderated by André Morgan (Producer and President of Ruddy Morgan Organization), the panel discussion explored the possible trends for co-productions between China and the rest of the world.

The MPA-BFM Pitch Competition drew a packed house as four finalists pitched for the Grand Prize after the organizers received over 600 submissions. SIX WEEKS SUMMER, written and presented by Ji Zhuqing (Layla), a story about a young Chinese woman whose passion for a K-Pop Idol takes her down a path of both disappointment and personal growth, swayed the judges' decision. Ji receives the opportunity to participate in a five-day film immersion program in Los Angeles, U.S. this coming November.

The feature film pitch competition is proving to be a launching pad for exciting new commercial film projects. Last year's winning

SPOTLIGHT ON CHINA'S EMERGING FILMMAKERS AT 6TH BEIJING INTERNATIONAL FILM FESTIVAL (cont'd)

film THE GATE, written by Xin Cheng Jiang, is currently in pre-production with Corner Film Studios. THE GATE is a film about a happy-go-lucky tour guide who suddenly finds his world colliding with a virtual gaming world.

Meanwhile, another project, Instant Love, that won the MPA Asia Pacific President's Special Recognition Award, is also in pre-production with China Film Co. Ltd. ■



Group photo of MPA-BFM Film Workshop speakers



Group photo of MPA-BFM Film Workshop speakers

MPA PROMOTES DIGITAL CREATIVITY IN CHINA FOR WORLD IP DAY



William Feng - VP, MPA Asia Pacific and President of MPA Greater China speaks at the launch of World IP Day celebrations in China.

In celebration of World IP Day this year, MPA China participated in a series of events to underscore co-operation and mutual interests in the protection of IP.

On April 21, MPA joined with local organisations, including the China Film Copyright Association and Beijing Copyright Industry Alliance; leading online video websites and smart TV manufacturers to launch an industry initiative calling for the clean up of infringing apps and illegal STBs. Duan Yuping, Deputy Director General of NCAC's Copyright Management Department, expressed full support for the initiative and shared that cracking down on infringing

MPA PROMOTES DIGITAL CREATIVITY IN CHINA FOR WORLD IP DAY (cont'd)

apps is a priority for the NCAC during its annual campaign against Internet piracy.

On April 26, William Feng, Vice President of MPA Asia-Pacific and the head of MPA Greater China, represented the foreign film industry during an interview for a CCTV program 'Focus on World IP Day', covering the history and achievements of the National Annual Campaign against Internet Piracy since 2005. MPA's World IP Day festivities were wrapped

up the evening of April 26, as MPA China and the Beijing American Center jointly organised a screening of THE HUNTSMAN: WINTER'S WAR for Chinese and U.S. Embassy officials, as well as key industry partners. Joel Blank, IPR Attaché from the US Embassy, and Feng delivered speeches highlighting the importance of copyright protection. ■

HONG KONG

HKISA PARTICIPATES IN SERIES OF EDUCATIONAL SEMINARS FOR STUDENTS



On invitation by the Movie Producers & Distributors Association of Hong Kong (MPDA), HKISA participated as a guest speaker in four seminars for the students of Certificate and Advanced Certificate in Motion Picture and Television Distribution and Marketing Courses, co-organised by the Caritas Institute of Higher Education and MPDA. During the seminars held on January 23, May 28, June 11 and June 18, speakers promoted the importance of intellectual property rights, content protection and site-blocking measures. ■

HKISA's **Sam Ho** conducts educational seminars for students.

PROMOTING IPR AWARENESS & MOVIE MAKING AT FILMART 2016



HKISA co-organised a forum 'Hong Kong Movie Industry: Road to the Movie in the New Era' with the Movie Producers and Distributors Association of Hong Kong on March 15 at the 20th Hong Kong International Film and TV Market (FILMART). Guest speakers shared knowledge, experience and insights into making and promoting movies in Hong Kong and Mainland China. Sam Ho was one of the moderators for the event which drew over 200 participants.

HKISA also hosted a booth at the film market from March 14 to 17, focusing on the importance of IPR as a driver of economic growth. FILMART, organised by the Hong Kong Trade Development Council, is one of the world's leading film and TV marketplaces with more than 7,300 visitors taking part in this year's annual event. ■

HKISA's **Sam Ho** with MPA's **Mike Ellis** and **William Feng**, and TISF's **Jonathan Chu** at HKISA's booth at the FILMART 2016.

PROMOTING IPR AWARENESS & MOVIE MAKING AT FILMART 2016 (cont'd)



Forum speakers pose for a group photo during FILMART 2016.

GOVERNMENT & INDUSTRY REINFORCE NEED FOR ROBUST COPYRIGHT DURING WORLD IP DAY

HKISA partnered with local industry, the U.S. Consulate General and Government to raise awareness about the value of strong copyright and the importance of IP at World IP Day events in Hong Kong.

On April 29, HKISA supported and joined with screen and music community representatives, along with the Hon. Thomas Cooney from the U.S. Consulate General in Hong Kong and Macau and Consulate staff for a blockbuster event at UA i-Square Cinema. Over 130 guests from government agencies, IPR stakeholders and academia attended the screening.

On April 30, with the support from Intellectual Property Department, the Government of the HKSAR, HKISA partnered with screen community and academic representatives to debut the work of young filmmakers at the 'Hong Kong Heart' short videos screening,

an initiative to nurture Hong Kong's creative community and respect for intellectual property rights, at Tseung Kwan O Campus of the Caritas Institute of Higher Education. Over 40 guests attended the screening. Six award-winning films and the signature video THE PROMISE OF LOVE were screened, all drawn from the 'Hong Kong Heart 2015 Short Video Competition', organised by the International Federation of Creativity and Technology with support from HKISA. FAIRY TALES, a short video promoting IPR respect, was launched during the event. It marks the seventh IPR awareness collaboration between HKISA and Hong Kong Polytechnic University School of Design (PolyU). PolyU students Cheung Sin Ting, Law Pak To, Suen Ka Yee, Tang Tsz Wai and Wan Ka Lung were the creative force behind the video, guided by Anthony Lee, Senior Teaching Fellow of the Multimedia Innovation Centre. ■

VIPs at the special screening of Marvel's CAPTAIN AMERICA: CIVIL WAR for the U.S. Consulate General in Hong Kong and local creative community representatives.



GUANGDONG PROVINCE OFFICIALS & STUDENTS MIX MOVIES WITH IPR LESSON

On June 3, HKISA supported an IPR awareness screening jointly organised by the Hong Kong Customs and Excise Department (C&ED) and the Intellectual Property Rights Protection Alliance (IPRPA) with the support of the Intellectual Property Department (IPD). It is aimed at promoting respect for IPR, cultivating positive values among youngsters and to exchange views on IPR protection against the background of legislative frameworks in the two regions.

The screening was attended by over 30 participants including a delegation led by the Guangdong Press, Publication, Radio, Film & Television Bureau (Copyright Bureau) during their visit to Hong Kong. The 25 strong delegation comprised ten officials from the Guangdong Press, Publication, Radio, Film & Television Bureau (Copyright Bureau), Dongguan City Cultural Broadcasting Press and Publication Bureau (Copyright Bureau), Dongguan City Education Bureau as well as fifteen secondary school students from Dongguan City.

Short films screened during the event included FAIRY TALES, the seventh IPR awareness collaboration between HKISA and

Hong Kong Polytechnic University School of Design, the two championship-winning films (public and student categories) and the signature video THE PROMISE OF LOVE, all drawn from the 'Hong Kong Heart 2015 Short Video Competition' organised by the International Federation of Creativity and Technology (IFOCAT) with support from HKISA. The short video on "INTERNET LAW ARTICLE 23?" directed and produced by Ho Wai with the support from IFOCAT and HKISA was also screened.

During the event, the Movie Producers & Distributors Association of Hong Kong (MPDA), IFOCAT and HKISA representatives shared with participants information on IPR awareness issues, the challenges faced by stakeholders and the Copyright (Amendment) Bill 2014 in Hong Kong.

HKISA will continue to work with the government officials and stakeholders to initiate the Infringing Websites List Scheme (IWL) for Hong Kong, in order to protect the creative and entertainment industries since the lapse of the Copyright (Amendment) Bill 2014 in Hong Kong. ■

Below: Group photo with the delegation from Guangdong Province



HK CINEMA STAFF SWAT UP ON ANTI-CAMCORD DRILL

On June 14, HKISA supported an anti-camcord training seminar for twenty four frontline cinema staff at the Customs Headquarters Building in North Point. The seminar, co-organised by the Hong Kong Customs and Excise Department (C&ED) and Hong Kong Theatres Association, aimed to update cinema staff on countermeasures

to prevent illegal camcording and detailed procedures to report illegal camcord incidents. The Motion Picture Association -produced anti-camcording training video kit 'Make A Difference 4 (MAD4)' anti-camcording training video kits were distributed during the events. ■

Below: Participants pose for group photo at the anti-camcord training seminar.



INDIA

LA INDIA FILM COUNCIL CALLS FOR NEW CINEMA POLICY TO BOOST PRODUCTION AND FILM TOURISM

On January 25, the LA India Film Council supported two panel discussions at the FICCI-IIFA Media and Entertainment Business Conclave (MEBC) 2016 in Hyderabad. During the panel discussions at the conclave on 'Making Hyderabad a Hub of the Media

& Entertainment Industry and Benefits of Film Tourism', a representative from MPDA, outlined the constituents of an effective film production economy. Highlighting global best practices on the benefits of productions to the local economy, the need for a cinema policy at a state level was raised to enable more practical shooting procedures and to aid in boosting film tourism.

Taking forward the initiative to introduce a film policy and a film incentive regime at a state level, in February, the MPDA participated in a panel discussion entitled 'Unleashing the Power of Film Tourism at OTM' - India's largest travel market - and moderated a panel discussion on 'Redefining Creative Content Design Framework' at the Government of India's 'Make in India Week'. Following the Central Government's announcement in 2015 to establish a Film Facilitation Office aimed to facilitate a single window clearance for film shooting and introducing a film incentive regime across states, the LA India Film Council continues to advocate the need for states to develop a vibrant film production ecosystem which can benefit the local economy. ■



FICCI - IIFA Media & Entertainment Business Conclave(ICCI - IIFA Media & Entertainment Business Conclave; **(From L-R)** Lohita Sujith, Director Corporate Communications, MPA India Office; **B.V.Papa Rao**, IAS (Retd.) Policy & Institutional Development, Telangana State; **Resul Pookutty**, Academy Award winning sound designer, sound editor and mixer; **Allu Arvind**, Film Producer Hemant DP, Chief Operating Officer, GMR Airport Sector; **Rajiv Chilaka** Founder and MD, Green Gold Animation

STRONG COPYRIGHT AND INDUSTRY GROWTH DRIVERS TWIN THEMES AT FICCI FRAMES

The LA India Film Council supported discussions focused on strengthening copyright and spurring growth in the Indian Media and Entertainment Industry at the 2016 FICCI FRAMES held at the Renaissance Mumbai Convention Centre Hotel, from March 30 – April 1, 2016. Discussions by industry experts focused on industry growth drivers which included: increasing screen density across the country; the need for a transparent ratings certification system; sharing best practices to leverage co-productions; stimulating local content creation in the Asia Pacific region; and the increased need to protect content online. During panel discussions on ‘Saving

Intellectual Property in a World Without Boundaries’ and a workshop with industry stakeholders on ‘Why Copyright Matters in the Technological Age’, a representative from MPA raised the need for copyright protection through a nodal agency, in addition to highlighting the importance of copyright for the growth of the Indian media and entertainment industry. Advocacy efforts by the MPA resulted in the approval of a National IPR Policy by the Union Cabinet on 12th May, 2016, which lays down the roadmap for protecting intellectual property in India including copyright matters shifting to the Department of Industrial Policy and Promotion. ■



LAIFC Session: ‘Saving Intellectual Property in a World Without Boundaries’ (From L-R) Ameet Datta, Partner, Saikrishna & Associates; Michael Schlesinger, Vice President & Regional Legal Counsel, Asia Pacific, Motion Picture Association International (MPA-I); Pulak Bagchi, Senior Vice President - Legal and Regulatory at STAR India Pvt. Limited; Francis Gurry, Director General, WIPO; Avindra Mohan



LAIFC Session: ‘Making Sense of Sensibilities: A Discussion on Censorship Issues in India’ (From L-R) Vasanthi Hariprasad, Independent Journalist & Media Strategist; Uday Singh, Managing Director, Motion Picture Association (India Office); Ramesh Sippy, Co-Chairman, FICCI Media Entertainment Committee; Sameer Nair, Group Director & CEO, Balaji Telefilms

STRONG COPYRIGHT AND INDUSTRY GROWTH DRIVERS TWIN THEMES AT FICCI FRAMES (cont'd)



LAIFC Session: 'Fatal Attraction: How Do We Make Movies More Attractive for Investment?' (From L-R) Rakesh Jariwala, Partner & Head of Filmed Entertainment, EY; Samir Gupta; Vijay Singh, CEO, Fox Star Studios India Private Limited; Ajit Andhare, COO, Viacom 18 Motion Pictures; Ramesh Sippy, Co-Chairman, FICCI Media Entertainment Committee; Vivek Kamath; Suri Gopalan, Founder/CEO, Vista India Digital Media



LAIFC Session: 'Rising Asia - China's Box Office Boom | Lessons for Making Pan-Asian Content and Exploring New East: East Production Ecosystems' (From L-R) Ajit Thakur, Chief Executive Officer of Trinity Pictures; Jyotirmoy Saha, Founder, August Media Holdings, Singapore; Biren Ghose, Country Head, Technicolor India; Damien de Froberville, General Manager, DreamWorks India; Stephen P. Jenner - Vice President, Communications, Asia-Pacific Region, Motion Picture Association



MPA Workshop: 'Discussion: Why Copyright Matters in the Technological Age' Presentation on by Michael Schlesinger - Vice President & Regional Legal Counsel, Asia Pacific, Motion Picture Association

INDIAN SCREEN COMMUNITIES UNITE IN CELEBRATION OF WORLD IP DAY

Between April 25 - 30, 2016, the MPDA participated in various industry outreach efforts in support of World IP Day.

On April 25, MPDA participated on a panel discussion on Strengthening IP Enforcement in India at the FICCI Conference in New Delhi for World IP Day - 'Intellectual Property: A Key Enabler for Strengthening India's Business Landscape'.

On April 25, at Bombay University, Mumbai, MPDA supported a World IP Day session with Mumbai University Law students organised by law firm, Legasis themed 'Discussion on Content Protection in a Digital Age: Challenges and Remedies'.

On April 26, in NMIMS, Mumbai, MPDA supported a World IP Day session on Online

Content Protection with students organised by Narsee Monjee Institute of Management Studies (NMIMS) and law firm, Legasis (Students from Law, Commerce and Arts)

On April 29, at Jindal Global Law School, New Delhi, MPDA supported a Student Debate competition on Digital Age Boost Innovation and Creativity organised by Jindal Global Law School.

On April 29, MPDA supported World IP Day Celebrations at the American Center, New Delhi. A 'Comic to Film' Quiz in association with Penguin Random House and a screening of THE REVENANT, BATMAN VS SUPERMAN: DAWN OF JUSTICE and THE JUNGLE BOOK were held. ■



Student debate competition on 'Digital Age Boost Innovation and Creativity' organised by Jindal Global Law School.



Left: World IP Day celebrations at the American Center, New Delhi / 'Comic to Film' Quiz in association with Penguin Random House and screening of THE REVENANT, BATMAN VS SUPERMAN: DAWN OF JUSTICE and THE JUNGLE BOOK.

MPDA SUPPORTS INDIA'S FIRST IP CRIME UNIT - TIPCU

On June 24, the Telangana Government in association with Telangana Film Chamber of Commerce (TFCC), FICCI, MPDA and the USPTO launched India's first intellectual property crime division, the Telangana Intellectual Property Crime Unit (TIPCU). This initiative will bridge communication between industry stakeholders, ISPs, policy makers, enforcement agencies aided by legal and financial experts to fight software piracy. TIPCU will set in motion online content protection initiatives through proactive and stringent enforcement measures to counter online film piracy.

Following MPDA's continuous engagement with TFCC and the local state Government, TIPCU will create a watch-list of pirate websites similar to the IWL (Infringing Website List) initiative of PIPCU, UK at regular intervals,

evolve mechanisms to counter online film piracy and create an industry interface for sharing of intelligence on such syndicates.

The objectives of TIPCU will be manifold: to work on effective measures to curb flow of revenues to infringing sites; monitor high-risk (ad-supported) websites and initiate suitable actions to choke revenues to such sites; bring down or block infringing links, websites, hosting and streaming sites; provide immediate relief to the film industry without having to obtain court orders; and systematically eradicate pirate websites and platforms illegally hosting or streaming copyright content. It will also evolve enforcement mechanisms to align with the ever-changing digital content landscape and criminal syndicates operating therein. ■



Launch of TIPCU logo & govt order (From L-R) **Uday Singh**, Managing Director, Motion Picture Dist. Association India Pvt. Ltd.; **Rajiv Trivedi**, Principle Secretary Home, Govt of Telangana; **D. Suresh Babu**, President, Telugu Film Chamber of Commerce and Chairman, FICCI Telangana & AP - Media & Entertainment Committee; **K. T. Rama Rao**, Minister of IT, Municipal Administration & Urban Development, Industries & Commerce, Public Enterprises, Sugar, Mines & Geology, NRI Affairs, Government of State of Telangana; **H. E. Mr. Richard Rahul Verma**, United States Ambassador to India; **Abhishek Chaubey**, Director, Udda Punjab; **K. E. Gnanavel Raja**, MD, Studio Green

INDONESIA

INDONESIA CELEBRATES WORLD IP DAY WITH FOCUS ON CREATIVE FILMMAKING

On April 26, celebrating World IP Day, MPA together with US Embassy and Layaria Network organised a filmmaking workshop titled Filmmaking 'Smarthack: Making Online Videos with Smartphones'. The workshop was successfully run at the American cultural centre @america at the Pacific Place Mall. It was attended by approximately 100 students and filmmakers keen to learn more about becoming content creators from famous creators like Dennis Adhiswara, Koharo and Roadkill Pictures. U.S. Ambassador Robert

Blake, MPA President Director Michael Ellis and Chief Deputy BEKRAF Ricky Pesik opened the workshop with advice on the importance of upholding intellectual property rights in the creative industries.

During the World IP Day on April 26, MPA together with CGV Blitz also organised a special film screening of SURAT CINTA UNTUK KARTINI (LOVE LETTER TO KARTINI) by MNC Pictures. The film is a biopic of R.A. Kartini who became famous in the early 20th century for fighting for women's equality

INDONESIA CELEBRATES WORLD IP DAY WITH FOCUS ON CREATIVE FILMMAKING (cont'd)

in Indonesia. The screening was attended by Affandi Abdul Rahman (producer), Azhar Kinois Lubis (director) and supporting cast.

Approximately 120 invitees attended the screening. ■



U.S. Ambassador **Robert Blake** gives the opening address at the filmmaking workshop 'Filmmaking Smarthack: Making Online Videos with Smartphones'.



Group photo of speakers and crew at the filmmaking workshop titled 'Filmmaking Smarthack: Making Online Videos with Smartphones'.



Group photo at Special Film Screening of SURAT CINTA UNTUK KARTINI (LOVE LETTER TO KARTINI) by MNC Pictures.

FILM INDUSTRY STAKEHOLDERS PARTNER TO UPSKILL TEACHERS ON COPYRIGHT

On February 27, CODA Japan in partnership with MPA, APROFI & DGIPR organised a copyright seminar for elementary high school teachers at BPK Penabur Elementary School Bintaro, Jakarta. The seminar for elementary school teachers was an initiative by CODA Japan. High school teachers were targeted as part of a strategy to educate high school students and expose them to the importance of intellectual property rights, a strategy found

to be effective in Japan where CODA and its counterpart has actively engaged in school activities for IP awareness. For this specific event, CODA worked with DGIPR and invite APROFI and MPA as guest speakers to demonstrate case studies on the film industry and how piracy has affected the industry. CODA plans to conduct this seminar annually and will continue to work with DGIPR, MPA and APROFI. ■

CALL FOR RESPECT FOR CREATIVE WORK DURING JAPAN WORLD IP DAY

On April 26, Japan and International Motion Picture Copyright Association (JIMCA), with the support of the U.S. Embassy, hosted a special screening of the feature film THE REVENANT at TOHO Cinemas Roppongi to celebrate World IP Day. Ms Jessica Webster, Minister Counsellor, Economic and Science Affairs, Embassy of the United States of America, Mr Hideyuki

Sato, Senior Sales Manager, Strategic Planning & Operation, & representatives of Twentieth Century Fox Japan, Inc., all spoke passionately about the need to establish strong IP regimes that will effectively protect the next generation of filmmakers and their ability to produce and monetise their creative work. ■



Jessica Webster, Minister Counsellor, Economic and Science Affairs, Embassy of the United States of America, and Hideyuki Sato, Senior Sales Manager, Strategic Planning & Operation, Twentieth Century Fox Japan, Inc.

44 ARRESTED DURING NATIONWIDE COPYRIGHT INFRINGEMENT CRACKDOWN

With support from JIMCA, the National Police Agency conducted a simultaneous, nationwide crackdown on copyright infringement incidents of movies, music, animation, comics and business software via file sharing sites. Through the month of February, 93 sites were targeted and 44 individuals were arrested. The National Police Agency has effectively

conducted such operations since 2009. JIMCA supported five criminal cases across four prefecture police jurisdictions resulting in the arrest of four suspects. ■

CONTENT PROTECTION AGENDA SHARED WITH KOREANS WORLDWIDE

In January, Arirang TV, South Korea's top English language channel, invited Mike Ellis, President and Managing Director of the MPA, Asia Pacific, to appear on its talk show, 'The INNERview'.

Arirang TV is a non-profit English channel run by the Korea Intl. Broadcasting Foundation that sits under the Ministry of Culture, Sports and Tourism, and reaches approximately 100 million households

worldwide including APAC, the U.S., and Western Europe. The interview covered the broad mandate of the MPA around the world, and covered content protection topics such as site-blocking, intermediary strategies and anti-camcording training in collaboration with government agencies, along with outreach partnerships such as the MPA Film Workshop and the MPA-APSA Film Fund which are conducted with the Korean film industry and supported by the Korean Government. ■



(L & R): Screenshot of MPA's Mike Ellis with show host Jennifer Clyde on 'The INNERview'

DIGITAL CONTENT COMMUNITY REAFFIRM COMMITMENT TO NURTURE & PROTECT CREATIVITY ON WORLD IP DAY

On April 29, MPA Korea jointly hosted a movie screening of CAPTAIN AMERICA: CIVIL WAR with the U.S. Embassy in Seoul and the American Chamber of Commerce in Korea (AMCHAM), the Korea Copyright Commission, the Copyright Protection Center and the Korea IPTV Broadcasting Association.

Serving this year's theme 'Digital Creativity, Culture Reimagined', IPR stakeholders joined

with members of the digital content industry to reaffirm their mutual commitment to nurture and protect digital creativity.

The event attracted a large audience of 170 representatives from the Korean Government, the U.S. Embassy, IPR practitioners, local film industry, as well as college students and movie fans.

At the screening, guest speakers Marc Knapper (DCM, the U.S. Embassy in Seoul) and John Schuldt (President, AMCHAM Korea) delivered inspiring messages which emphasized the importance of raising awareness of the value of creativity and protecting IP rights.

In preparation for the World IP Day Screening, MPA Korea in cooperation with the American Center Korea of the U.S. Embassy in Seoul conducted an online IPR publicity campaign that encouraged users to share their ideas on how to better protect intellectual property rights and to manifest the positive outcome of IPR protection. Twenty lucky participants were chosen to attend the screening of CAPTAIN AMERICA: CIVIL WAR and received certificates in recognition of their ideas on addressing content theft. ■



Participant pledges to be a 'Copyright Guardian'.

DIGITAL CONTENT COMMUNITY REAFFIRM COMMITMENT TO NUTURE & PROTECT CREATIVITY ON WORLD IP DAY (cont'd)

Marc Knapper (Deputy Chief of Mission, U.S. Embassy in Seoul) and John Schuldt (President, AMCHAM Korea)



Students pose for a group photo at the end of the screening of Marvel's CAPTAIN AMERICA: CIVIL WAR.

MALAYSIA

ILLEGAL DVD SHOP SHUT DOWN

On January 8, following information from the public, a team of enforcement officers from the Ministry of Domestic Trade Cooperatives and Consumerism (MDTCC) conducted an operation on a shoptlot at Jalan Kuchai Lama, Kuala Lumpur. Officers seized 11 DVD burners and over 3,000 pirated DVDs. Among the seized titles were illegal copies of MAN OF STEEL, SAN ANDREAS, EDGE OF TOMORROW, THE

WAVE and MISSION IMPOSSIBLE: ROGUE NATION. Two suspects were arrested during the raid and face further questioning. ■

INTERNATIONAL CAMCORD BROKER ARRESTED BY MALAYSIAN AUTHORITIES

On March 16, officers from the Malaysian Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC) acting on information provided by the Malaysian Screen Industry (MSI) representing the MPA in Malaysia, arrested a 39-year-old man responsible for brokering the sale of large quantities of camcorded audio content from around the world. The arrest represents the conclusion of a complex cross-border investigation and

operation, which required the joint efforts of a number of agencies and organisations around the world. The officers, assisted by staff from MSI, arrested the man while he was leaving a cinema hall in Cheras Sentral Selatan, Kuala Lumpur. Following the arrest, authorities seized a mobile phone which was used to record the audio of the film ALLEGIANT and conducted a forensic examination of the device. ■

MALAYSIAN CINEMA STAFF UPSKILL ON COMBATTING ILLEGAL CAMCORDING

In the first half of 2016, MSI conducted three anti-camcording training and security inspections for Malaysian cinema operation staff. A total of 44 staff members from various cinema locations, (TGV Aeon Bukit Mertajam Penang, TGV Mesra Mall Kuala Terengganu and TGV Aeon Kulaijaya Johor) attended the sessions.

During the briefing, staff was taught techniques

used by camcorders to make illegal video and audio recordings, and the various measures they could take to dissuade the use of their cinema halls for illegal camcording. The 'Make a Difference' DVD, JOM WATCH MOVIES, DVDs and Mr Security's warning stickers were also distributed to staff during the training sessions. ■

MALAYSIAN SCREEN INDUSTRY CELEBRATES WORLD IP DAY 2016 FOLLOWED BY SCREENING OF CAPTAIN AMERICA: CIVIL WAR

On May 4, in celebration of World Intellectual Property Day 2016, the Malaysian Screen Industry (MSI) organised a themed event at GSC Signatures, The Garden, Mid Valley, Kuala Lumpur - 'Digital Creativity: CultureReimagined'. Talks were given exploring the future of culture in a digital age followed by a special screening of the movie CAPTAIN

AMERICA: CIVIL WAR. The event was launched by Mr Edward Neubronner, Senior President of Motion Picture Association (MPA).

Over 124 people from the local screen community, the Malaysian Government, college students and movie fans attended the special event. ■

MSI BUILDS AWARENESS OF COPYRIGHT AT MOVIE APPRECIATION EVENTS

During the first half of 2016, MSI conducted two movie appreciation campaigns at GSC Signature cinemas, The Gardens, Kuala Lumpur, aimed at increasing the level of awareness of copyright and the important role it plays in the screen industry. MSI worked closely with

member company studios to present special screenings of THE 5th WAVE and BATMAN VS SUPERMAN: DAWN OF JUSTICE to winners of a contest requiring entrants to test their knowledge on IP matters. ■

NEW ZEALAND

NZSA ENCOURAGES NZ TO IMPLEMENT TPPA

Following the signing of the Trans Pacific Partnership Agreement (TPPA) in Auckland during early 2016, the New Zealand Government undertook a number of rounds of consultation as it sought to implement the IP obligations of the TPPA. These measures require implementation before New Zealand can embark on its scheduled review of its own Copyright Act. MPA's local office, the NZSA, has liaised extensively with senior government policy officers, ministers, studio executives

and local industry to ensure that the views of the MPAA and its member studios are heard by the Government as it seeks to implement the agreement and ultimately the review of the Copyright Act itself. In addition to overseeing numerous submissions to the Government, NZSA conducted meetings with the Minister of Commerce, Paul Goldsmith, and the Minister of Science & Innovation, Simon Joyce. ■

THANK YOU CONSUMER CAMPAIGN ROLLS OUT IN CINEMAS

In the first half of 2016, NZSA produced two 30-second video campaigns aimed at raising awareness of the creative industries in NZ. The two campaigns were directed by Costa Botes, an independent NZ filmmaker who has served on the MPA APSA Academy Film Fund jury, featuring Kiwis involved in the film and television production and distribution

industries. The advertisements illustrate the economic contribution the industry makes to the New Zealand economy, and thanks patrons for supporting the creative industry. The two campaigns are currently running in cinemas nationally. ■



THE FUTURE OF MOVIES DELIBERATED DURING NZ WORLD IP DAY

On April 26, NZSA hosted a screening of a local animation '25 APRIL' and a panel discussion entitled 'A Perspective on the Digital Marketplace and the Future of Movies'. Panellists included Sony's Andrew Cornwell, local independent filmmaker Costa Botes, and Jack Hodder, QC, a highly respected lawyer and proponent of strong copyright law. The panel was introduced by the Deputy Chief of Mission at the U.S. Embassy and moderated by Sir David

Gascoigne, the first Chairman of the New Zealand Film Commission and a well-regarded industry figure. While NZ has become known worldwide for its cinema storytelling ability, panellists conjectured that exploiting the true value of creative content in the digital ecosystem presented tough challenges that requires robust copyright laws and wide education of the subject in schools and the community. ■

PHILIPPINES

PHILIPPINES MOVIE INDUSTRY COME TOGETHER TO COMBAT MOVIE PIRACY ON WORLD IP DAY



Promotional material for the RAMP-PH video contest

On April 26, in celebration of World IP Day, the Intellectual Property Office Philippines (IPOPhil), United States Embassy, MPA and the Korean Copyright Commission (KCC), along with the country's leading video-on-demand service providers Blink, Hooq and iflix, together launched a major new consumer awareness campaign to highlight the need to do more to reduce copyright infringement.

The partners launched the 'Rise Against Movie Piracy Philippines' (RAMP-PH) campaign, a high profile video-making contest for Manila-based film students to raise awareness on the importance of respecting copyrighted content.

The contest encourages young people to support films by watching movies in the

PHILIPPINES MOVIE INDUSTRY COME TOGETHER TO COMBAT MOVIE PIRACY ON WORLD IP DAY (cont'd)

cinema on from the growing number of legal video websites such as Blink, Hooq and iflix, and saying no to torrents or peer-to-peer sites. The ongoing campaign utilises social media platforms to grow awareness across the youth demographic, and will wrap up in September

when a winner will be chosen and offered the chance to attend a film immersion course in Los Angeles this coming November. ■

Below: Led by IP Philippines, the U.S. Embassy, Manila Philippines, Blink, HOOQ, iflix and the MPA, the 'Rise Against Movie Piracy Philippines' (RAMP-PH) campaign was officially launched during the World IP Day celebrations in Philippines



SINGAPORE

CREATIVE COMMUNITY IN FOCUS DURING CELEBRATION OF WORLD INTELLECTUAL PROPERTY (IP) DAY IN SINGAPORE



(From L to R) Denis Croze – Director, WIPO Singapore, MPA's Stephen Jenner, U.S. Ambassador to Singapore Kirk Wagar, MPA's Edward Neubronner and Sam Wall.

The creative community came under the spotlight as the U.S. Embassy in Singapore, Motion Picture Association (MPA), and Golden Village (GV) jointly hosted a special screening of Marvel's CAPTAIN AMERICA: CIVIL WAR at GV Suntec City in celebration of World Intellectual Property (IP) Day.

Addressing over 100 guests from various government agencies, creative industry professionals and students, Guest of Honour, U.S. Ambassador to Singapore, Kirk Wagar, commented, "Today's event provides a great opportunity to come together and acknowledge the creativity and originality of creators. It is also a great reminder that, as we commemorate World Intellectual Property Day, we also recognise that in order to encourage innovation, creative output and a vibrant

CREATIVE COMMUNITY IN FOCUS DURING CELEBRATION OF WORLD INTELLECTUAL PROPERTY (IP) DAY IN SINGAPORE (cont'd)

digital economy, we require strong copyright. We are proud to be working alongside the Motion Picture Association to highlight and celebrate this occasion”.

Stephen Jenner, VP, Communications, MPA Asia Pacific, added, “In an age where digital technology provides us with so many exciting ways to enjoy movies and television shows, it is worth pausing for a moment to acknowledge

the people that go to work each today to make the content we love. World IP Day is our opportunity to recognise the great creative, economic and cultural contribution the IP sector makes to our society - we applaud your efforts, we respect your work and hope that others choose to access content through legitimate channels”. ■



Singapore artist **Kevin Lester** (LIONCITYBOY), **Syaheed** from BEDSTY Music and MPA's **Edward Neubronner**.



Singapore artists **Jonathan Chua** and **Narelle Kheng** from The Sam Willows.

TAIWAN

EDUCATIONAL OUTREACH IN TAIWAN

During the first of half of 2016, the Taiwan International Screen Federation (TISF) conducted a range of educational outreach events aimed at growing awareness about the need to respect intellectual property and value the importance of copyright.

On May 11, TISF jointly with National Taipei University of Technology (NTUT) organised a seminar on OTT & Copyright Protection. The attendees included government officials, judges, prosecutors and local industry members.



Group photo at the MAD 5 training in Jia Yi City.

EDUCATIONAL OUTREACH IN TAIWAN (cont'd)



TISF's Jonathan Chu speaks at the '2016 International Intellectual Property Symposium'.

On May 26, TISF's Jonathan Chu was invited by Taiwan Intellectual Property Training Academy (TIPA) and National Taiwan University to contribute remarks on copyright in the film and television industry at the '2016 International Intellectual Property Symposium'.

On April 26 and May 19, TISF conducted anti-camcord training sessions at the Taipei Theater Association and Show Time Cinema in Jia Yi City.

During the first half of 2016, TISF engaged with over 2,650 students at seven school events, promoting the need for digital citizenship and underlining the benefits that come with accessing genuine content online. ■



Left: MPA's Michael Schlesinger at the seminar on OTT & Copyright Protection.

CREATIVE COMMUNITY JOINS TOGETHER FOR WORLD IP DAY SEMINAR & SCREENING

On April 27, in celebration of World Intellectual Property Day 2016, the Taiwan International Screen Foundation (TISF) partnered with the American Institute in Taiwan (AIT) and the local creative community for a special movie screening of Marvel's CAPTAIN AMERICA: CIVIL WAR.

Officials from the Taiwan Intellectual Property Office (TIPO) officials and Criminal Investigation Brigade Police officers were invited along for the special screening event as a show of appreciation for their efforts towards the protection of screen content online.

Earlier that week, on April 25, TISF partnered with TIPO, AIT, Music Copyright

Society of Chinese Taipei (MUST) and Taiwan film-related Creative Industries Association to organise an IPR Seminar to highlight how the fast-changing digital landscape is altering the way we create and access content. Music composer Dinddy Ding, film producer Jennifer Jao, comic/animation author Ming-Hsin Tsai and Jen-Shiung Chen, the President of Consummate Artwork Gallery - the exclusive licensed duplicator of National Palace Museum, were invited to share their creative experiences and their thoughts on the value of IP in the modern digital era.

Jennifer Jao suggested that the creative work of filmmakers not only entertain

CREATIVE COMMUNITY JOINS TOGETHER FOR WORLD IP DAY SEMINAR & SCREENING (cont'd)

TISF representatives with American Institute in Taiwan (AIT) and the local creative community at the special movie screening of CAPTAIN AMERICA: CIVIL WAR.

us, but educates us and enriches us through the most powerful story telling medium the world has ever known. Dinddy Ding expressed her concern for effective copyright protection and remarked that the day was important for raising awareness about the value of creativity and IP and

the need to provide the best possible environment to protect it. Ming-Hsin Tsai acknowledged the importance of creativity in the digital era and said that we owe it to the creative generations of today and tomorrow to appreciate their work for the value it adds to our day to day lives. ■



MPA THAILAND CELEBRATES WORLD IP DAY WITH NEW IP VIDEO LAUNCH

On April 25, Mrs Apiradee Tantraporn, Minister of Commerce, presided over the World IP Day launch of a video campaign to stop violation of intellectual property rights. She was accompanied by Mrs

Ananda Sakuntanak, Director General of Intellectual Property and Executive Secretary of Commerce. The campaign aims to raise awareness of the importance of intellectual property rights and curb piracy. ■



VIPs at the launch of the new IP video during World IP Day celebrations in Thailand.



VIPs pose with DIP's mascot for intellectual property awareness.

OPERATION CREATIVE THAILAND

On March 23, the Electronic Transactions Development Agency (ETDA) and MPA Thailand co-organised an open forum - 'Operation Creative Thailand'. The MPA's Michael Kwan gave a presentation on 'The Impact of High Risk Advertising on Thai Social Values' and shared the experiences of 'Operation Creative' in the UK, which has seen major successes in reducing copyright infringement online. A subsequent panel discussion involved government

MPA's Michael Kwan speaks at Operation Creative Thailand, presenting 'The Impact of High Risk Advertising on Thai Social Values'.



stakeholders including Technology Crime Suppression Division (TCSD) Pol. Gen. Siriwar Deepor, Pol. Gen. Taluang Pissanuwong, Economic Crime Division (ECD), Kachit Sukum, Department of Intellectual Property (DIP), Piset Chiyasak, and content provider representative Dr Weerasak Kowsurat, Secretary of Motion Pictures and Contents Associations (MPC).

The panel acknowledged the recent success of a Department of Intellectual Property (DIP) outreach initiative on social media aimed at educating the public about piracy websites. Advertisers were encouraged not to have their brands appear on illegal sites, thereby reducing the advertising revenue going to criminal operations. Participants made a number of recommendations that would help to reduce copyright infringement online, including making amendments to allow for rights holders to seek orders to block pirate websites from being accessed in Thailand and the need to educate people about their responsibilities as digital citizens, respecting content creators and their work in the online environment. ■



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NEW INFOGRAPHIC COMPETITION AIMS TO MAKE SENSE OF COPYRIGHT

On June 26, the Department of Intellectual Property (DIP), supported by MPA Thailand and the Korea Copyright Commission, organised a competition that would see students design infographics that best illustrate how copyright works and the value of copyright to society. Ten successful teams from almost 100 applicants were

selected to participate in a two day infographic workshop led by design professionals and experts in copyright from the DIP. The winner will be awarded a 6-day trip to Korea and a cash prize. The second and the third prize-winners, and runners-up will all receive cash prizes for their entries. ■

VIETNAMESE FILM COMMUNITY CELEBRATES WORLD IP & HOST IP QUIZ

On April 21, the U.S. Embassy in Hanoi, the Ministry of Culture, Sports and Tourism, the Motion Picture Association (MPA), CGV AEON, The Korean Copyright Commission (KCC), K+ Vietnam Satellite Television Company Ltd., Galaxy and BHD Ltd. jointly organised a special screening of THE JUNGLE BOOK to celebrate World IP Day 2016. Nearly 250 representatives from the Vietnamese Government, universities and creative industries attended the screening with members of the U.S. Embassy and executives from MPA and CGV.

Between April 1 and 10, the organisers sponsored an IP quiz and pro-copyright slogan contest for students from the Foreign Trade University, the Law University and the Motion Picture and Stage University. Four winners, selected from over 130 submissions, received prizes ranging from the latest mobile devices to complimentary channel/VOD subscriptions for a limited period. Guests viewed the top thirty slogans on stands displayed in the cinema. ■



U.S. Ambassador **Ted Osius** with participants at the World IP Day celebrations in Vietnam.



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