



NEWS RELEASE

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MOTION PICTURE ASSOCIATION OPENS INDIA OFFICE

Motion Picture Dist. Association (India) Pvt. Ltd. Set Up to Bring Bollywood and Hollywood Together to Promote and Protect Intellectual Property Rights

Hong Kong / Mumbai – Following its studios' focused entry and recent investment in the Indian film and television industry, the Motion Picture Association has now opened a local office – the Motion Picture Dist. Association (India) Pvt. Ltd. The office, located in Mumbai, will serve as the voice and advocate of the American motion picture, home video and television industries in India.

"India is one of the fastest growing media and entertainment markets in the world," said Motion Picture Association of America, Inc. Chairman and CEO Dan Glickman. "With over 3 billion total admissions in 2007 and multiplex screens increasing over 400 percent from 193 in 2006 to 907 in 2011, our member studios have decided to participate towards this dynamic market by investing many millions of dollars into the Indian film and television industry. Our new office will serve to promote, protect and expand their interests in India."

In particular, the Motion Picture Dist. Association (India) will work with local Indian film industries and the Indian government to reduce market access restrictions and debilitating taxation, promote the establishment of intellectual property courts, enforce intellectual property rights through legal measures and investigations, further technological measures to protect rights holders' content, and carry out public outreach programs to highlight to movie fans in the country why the creative art of motion pictures and television is worth protecting.

"While it is an exciting time in the Indian film industry, there are some serious obstacles to doing business here," Glickman said. "Entertainment taxes are amongst the highest in the world, and intellectual property theft is plaguing the entire industry. Now is the time for us to build a stronger presence in India so we can work with the local industry to find solutions to these challenges so we can continue creating the film and television products consumers all over the world love."

Glickman cited a US India Business Council report in 2008 which showed that the Indian film industry lost US\$959 million and 571,896 jobs due to piracy.

According to PwC, the Indian film industry is projected to grow to US\$3.6 billion in 2012, nearly double its present size. Cumulatively over the next five years, domestic box office is expected to grow at 11%, overseas collections at 19%, and home video at 15%.

Already there have been a number of co-productions, joint ventures, and local investment between Hollywood and the Indian entertainment industry. Over the past 18 months, the

film industry has seen many tie ups and multi-picture deals between MPA member studios and Indian production houses.

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Piracy in India

According to the US India Business Council/Ernst & Young 2008 report on “The Effects of Counterfeiting and Piracy on India’s Entertainment Industry,” the Indian film industry lost US \$959 million and 571,896 jobs due to piracy.

Piracy in Asia

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging*, US\$1.4 billion to illegal copying* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate US\$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for US\$1.3 billion.

In 2007, the MPA’s operations in the Asia-Pacific region investigated more than 36,200 cases of piracy and assisted law enforcement officials in conducting nearly 13,000 raids. These activities resulted in the seizure of more than 31 million illegal optical discs, 40 factory optical disc production lines and 6,400 optical disc burners, as well as the initiation of more than 10,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.*

**Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD.*

**Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

About the MPA: *The Motion Picture Association and Motion Picture Association - International (MPA) represent the interests of major motion picture companies in the global marketplace. On behalf of its member companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Los Angeles, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA’s anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA member companies include: Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc. For more information about the MPA, please visit www.mpa-i.org.*

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For more information, contact:

Edward Neubronner
MPA Asia-Pacific
65-6253-1033

Margaret Fu
MPA Asia-Pacific
852-2785-8677

Shivani Patel
MPDA (India)
91-22-66305555