



# NEWS RELEASE

**For Immediate Release**  
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## **MPAA CEO DAN GLICKMAN DELIVERS INDUSTRY ADDRESS AT 3DX FESTIVAL**

***“3D Technology Is a Genuine Revolution in the Experience of Enjoying a Film” Says  
Glickman at First International Festival of 3D Movies***

Hong Kong / Singapore – Motion Picture Association of America, Inc. (MPAA) Chairman and CEO Dan Glickman delivered the industry address today to delegates attending the 2008 3D Film & Entertainment Technology Festival (3DX).

Speaking to an international audience of film exhibitors, distributors and industry representatives at the GV Max Hall at Golden Village VivoCity, Glickman commended the international gathering, saying that it was confirmation of the dawn of a new era, an era filled with possibility, fuelled by innovation and which will advance the timeless and global art of storytelling through the unique and profound medium of film.

In his speech, Glickman also highlighted the enduring power of movies, the increasingly global nature of filmmaking and the exciting technology-driven frontier of the movie-going experience.

“I believe the extraordinary innovation we have seen here on display barely scratches the surface of the innovation that lies before us. The future remains a mystery – and at times thrilling one to ponder – as so many filmmakers do”, said Glickman. “But today holds so much promise for this artform, for the filmmakers who make it so meaningful to our modern lives, and for the industry that makes it possible and shares it with the world”.

The 3DX Festival, the first-ever international film festival with a focus on stereoscopic 3D content and technologies, is currently taking place in Singapore. It comprises a business forum, film festival, public screenings and a gala red carpet event.

The Festival is hosted by the Media Development Authority of Singapore (MDA) with support from the Singapore Tourism Board, Infocomm Development Authority of Singapore and Singapore Economic Development Board and supported by the Motion Picture Association and other media organizations such as CNBC, Content Asia, The Hollywood Reporter, NBC Universal TV Asia, Star TV India and Star Movies, TV Week and Variety.

Later in the afternoon, Glickman also gave a speech to 250 students and teaching staff at Singapore Polytechnic on the topic “Technology, Ideas and the Global Future of Cinema.”

**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](http://www.mpa-i.org).*

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