



NEWS RELEASE

For Immediate Release
December 11, 2008

TV 2.0 COMES TO ASIA

Industry Executives Demonstrate Commitment to Developing Technologies and Standards that Secure Digital Content with Domain Control

Hong Kong: Today, the Centre for Content Protection (CCP) announced that more than 200 executives participated in the second annual Digital Future Symposium, an anchor event of the Asia Television Forum co-organized by the CCP and the Motion Picture Association (MPA). Themed "This Business of Content Protection: Movers, Shakers and Direction-Makers," the event was attended by content owners, producers, media and technology professionals who are working to establish common standards that will allow consumers easy access to television programs and movies whenever and wherever they want them. The Symposium showcased a vision for "TV 2.0" that will, for example, use the PC as a "jukebox" where content can be stored so that people can view it using different devices belonging to one authorized domain as specified by the usage rights associated with it.

"With the current advances in technologies and standards like Content Protection and Copy Management (CPCM), the business of content protection is becoming more and more about 'domain' control, which refers to a physical space like the home," said Mr. Isa Seow, Technology Director for the CCP. "The conversations at this year's Symposium clearly showed that the region's digital entertainment industry is moving in a direction to give people more of what they want while protecting and fueling creativity as well as driving new revenue streams."

Amongst the highlights of this year's Symposium was a live demonstration by Fastcom Technology of how consumers can enjoy access to content over multiple devices in their home or in multiple locations within an authorized domain, making it easy for that content to be shown simultaneously on a controlled number of screens, or recorded and then shown at a later time on multiple devices.

"Asian audiences are looking for new ways to enjoy entertainment offerings, and their future-looking attitudes may be key to the acceptance of home networking solutions," said Mr. Fabrice Moscheni, Managing Director, Fastcom Technology. "I really see Asia as setting the pace for the rest of the world."

"As demonstrated by the large turn out at this year's Symposium, there is much positive collaborative work being done across sectors and markets to create solutions that enhance the digital media experience. This will maximize the huge investment that has gone in to making the quality content consumers now expect to enjoy both at home and on the go" said Mr. Mike Ellis, President and Managing Director, Asia-Pacific for the MPA. "Our members are dedicated to providing consumers with more choices to enjoy

compelling entertainment, and an important part of this is the development of innovative content protection measures. Forums like these are essential to ensuring continued and expanded cooperation that ultimately will result in a 'win-win' for everyone."

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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.*

About the Centre for Content Protection: *Established in 2007, The Centre for Content Protection (CCP) is a consortium of industry stakeholders dedicated to the advancement of secure media distribution in Asia Pacific. Serving as a neutral clearinghouse for information on standards and innovation, the CCP works to identify and promote effective technological solutions that meet consumer demand for anywhere, anytime access to compelling entertainment programs. Specifically, the Centre promotes the research, awareness and implementation of technological solutions that protect content in both analogue and digital environments. For more information about CCP and DFS 2008, please visit: www.contentprotection.net*

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