



**FOR IMMEDIATE RELEASE:
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**MOVIE PIRATES THWARTED IN ATTEMPT TO CAMCORD
MISSION IMPOSSIBLE: III IN LOS ANGELES, EVANSVILLE,
TAIPEI THEATERS**
***MPAA Theater Training
Program Pays Off***

Los Angeles/ /Evansville/ Taipei – A stepped up worldwide effort to crack down on pirates attempting to steal summer blockbusters yielded four arrests this weekend in theaters in Los Angeles, California, Evansville, Illinois and Taipei, Taiwan of individuals attempting to camcord *Mission Impossible: III*. The MPAA and its member companies are working with the National Association of Theatre Owners (NATO) and theater owners around the globe to train employees how to identify and report suspicious behavior. Over 90% of initial releases that are pirated are a result of camcording in movie theaters.

“We applaud the vigilance of theater patrons and personnel who stopped these camcord pirates from stealing the newly released *Mission Impossible: III*,” said MPAA Executive Vice President and Director of Worldwide Anti-Piracy John Malcolm. **“Theater Employee training programs and a quick response from law enforcement clearly paid off.”**

Saturday night in Los Angeles Police Department (LAPD) officers arrested a 49-year-old woman at the Arclight Theaters in Hollywood after patrons and theater employees observed the woman attempting to camcord the film. Officers seized a hand-held camcorder with a portion of *Mission Impossible: III*.

Two men were also arrested in Evansville, Illinois for illegal camcording on the opening night of *Mission Impossible: III* when theater managers followed MPAA and NATO best practices by alerting local law enforcement.

In Taipei, following a call from an employee of the Taoyuan Venice Theater in Taoyuan, a suburb of Taipei, Taoyuan County Police officers, accompanied by Motion Picture Association (MPA) Taiwan representatives, arrested a 35-year-old man attempting to illegally camcord *Mission Impossible: III* during its first day of theatrical exhibition in Taiwan. The officers seized a digital video camera and a Secure Digital Memory Card found by MPA representatives to contain the first 15 minutes of the film. The man was charged with violating Taiwan’s Copyright Act and could be subject to imprisonment of up to three years and a fine of up to NT\$750,000 (US\$23,860).

“Within hours of the illegal camcording of a film from a theater screen, countless digital copies are available for download via Internet and hard copies and are being burned onto DVDs for resale, costing the film industry worldwide billions of dollars every year,” said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific, MPA. **“Employees of the Taoyuan Venice Theater helped significantly protect not only the filmmakers’ business, but also the business of theatrical exhibitors and home video distributors worldwide, the business of the Taoyuan Venice Theater itself, and ultimately, the jobs and livelihoods of everyone – including themselves – who work in the film industry.”**

In the US, thirty-eight states and the District of Columbia have laws against the use of a recording device in a theater, which enables state and local authorities to criminally arrest and prosecute camcorder pirates. In 2005, President Bush signed the Family Entertainment and Copyright Act, which made camcording in a theater a federal felony and establishes new penalties for pirating works that have not yet been released commercially. First-time violators can be sentenced from up to three and five years in prison, and fined up to \$250,000 for these kinds of crimes.

According to a recent study done for the MPAA, the major motion picture studios lost \$6.1 billion to piracy in 2005. About \$2.4 billion of that loss is attributed to bootlegging, \$1.3 billion from illegal copying and \$2.3 billion from illegal downloading.

Last week, the Motion Picture Association of America, Inc. (MPAA) launched a worldwide “Summer Blitz” aimed at attacking the anticipated elevation in counterfeit DVD sales that occurs during the summer movie blockbuster season.

About the MPAA

The Motion Picture Association of America (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Buena Vista Pictures Distribution; Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios, LLP; and Warner Bros. Entertainment Inc.

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