



NEWS RELEASE

For Immediate Release
August 1, 2006

JAKARTA POLICE MAINTAIN ANTI-PIRACY PRESSURE, SEIZE 520,000 PIRATED OPTICAL DISCS, 64 BURNERS

***Raids Follow On Heels of Three-Month Anti-Piracy Campaign
that Yielded Seizures of 4.7 Million Pirated DVDs and VCDs***

Hong Kong – Within a week of concluding a three-month-long anti-piracy campaign that netted seizures of 4.7 million pirated optical discs and 360 optical disc burners capable of producing tens of millions more, Jakarta Police seized a further 520,000 pirated optical discs and 64 CD-R burners in raids on two distribution warehouses, a burning lab, and three shopping malls, including Ratu Plaza, a notorious pirate retail center that has been raided four times in the past eight months.

On July 26, officers from the Special Economic Crimes Division (KrimSus) of the Jakarta Metropolitan Police raided two distribution warehouses in west Jakarta, seizing 315,000 pirated optical discs from one facility and 9,000 pirated optical discs from the second premises. Approximately 80 percent of the pirated discs were infringing Motion Picture Association (MPA) member company titles. The distributor was a major supplier of the notorious Glodok pirate distribution center in Jakarta's Chinatown, home to Indonesia's most powerful organized criminal gangs and the site of riots triggered by pirates during previous raids.

Two days later, on July 28, in an action aimed at closing down one of the most notorious pirate retail centers in the Asia-Pacific region, KrimSus officers maintained their pressure on the Ratu Plaza shopping mall in central Jakarta, closing 20 shops and seizing 165,000 pirated DVDs, 85 percent of which were infringing MPA member company titles.

Ratu Plaza had recently reopened after a lengthy closure prompted by the seizure in a raid late last year of hundreds of thousands of pirated optical discs, and on June 23 KrimSus officers welcomed pirate traders back with a raid that netted 410,000 pirate DVDs, a record for seizures of pirated discs from a single retail location in Indonesia.

Earlier in the week, on July 24, acting on information generated during previous

anti-piracy operations, Krimsus officers raided a replicating facility in central Jakarta, seizing 64 CD-R burners and 7,000 pirated VCDs and CD-Rs. Over 70 percent of the pirated discs were infringing Motion Picture Association (MPA) member company titles. Police seized an additional 25,000 pirated discs in raids on the Kelapa Gading shopping mall and in Glodok.

“By maintaining constant pressure on pirate strongholds, the Jakarta Metropolitan Police are sending a powerful message to the criminal gangs that damage Indonesia’s creative industries and investment climate,” said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association. “The Motion Picture Association and our member companies greatly appreciate the efforts of the government, its law enforcement agencies and in this instance particularly, the Jakarta Police, in fighting copyright theft and protecting intellectual property rights.”

The piracy rate in Indonesia is estimated at 88 percent, among the highest in the world, and the MPA estimates piracy cost its member companies \$86 million in lost sales in the country in 2005.

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 \$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for \$1.3 billion.

In 2005, the MPA’s operations in the Asia-Pacific region investigated more than 34,000 cases of piracy and assisted law enforcement officials in conducting more than 10,500 raids. These activities resulted in the seizure of more than 34 million illegal optical discs, 55 factory optical disc production lines and 3,362 optical disc burners, as well as the initiation of more than 8,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied HS/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 (MPA) represents 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 Encino, 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.

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