



NEWS RELEASE

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MPA LAUNCHES NEW ANTI-PIRACY TRAILER IN CHINA FOR WORLD IP DAY

***New Anti-piracy Trailer of Jackie Chan – Jet Li Blockbuster The Forbidden Kingdom
Expected Be Watched by 10 Million Over Two Weeks***

Hong Kong / Beijing – April 24 The Motion Picture Association (MPA) today launched an anti-piracy trailer to coincide with World Intellectual Property Day on April 26. The trailer will be shown before theatrical showings of the new Jackie Chan – Jet Li blockbuster *The Forbidden Kingdom* in movie theaters throughout China, and is expected to be seen by 10 million movie-goers over the next two weeks. The trailer is also available for viewing at www.mpa-i.org.

World IP day is a WIPO initiative and has been celebrated annually on April 26 since its inception in 2001. The day is primarily a chance to reflect on the importance of human innovation and the important role that IP plays in our daily lives.

The new anti-piracy trailer features a poster of *The Forbidden Kingdom* being consumed by flames and a voice over by renowned CCTV dubbing actor Mr. Xie Meng. The trailer invites consumers to consider the question “What Are You Really Burning” when downloading and burning copies of pirated movies and contains the following message:

“Piracy in China costs the film industry over 10 billion yuan in losses each year. Burning, buying and downloading pirated movies may seem trivial but it is like a single spark that will eventually destroy the future of Chinese film. Stay away from piracy, your actions determine the future of film!”

“Our sincere thanks to the producers of “The Forbidden Kingdom” for playing a major role in the trailer production and to Mr. Xie Meng for lending his voice,” said Mike Ellis, President and Managing Director Asia Pacific of the MPA. “The future of the film industry is crucially linked to the support of the members of the public who see original and say no to piracy. Downloading, burning and buying copies of pirated movies harms the movie industry and reduces the quality and range of movies available to consumers.”

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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.*

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