



# NEWS RELEASE

For Immediate Release  
December 8, 2006

## **PHILIPPINES ANTI-PIRACY CHIEF MANZANO RECEIVES TOP ASIAN COPYRIGHT PROTECTION AWARD**

*Industry and Government Cooperation the Key to Reining in Piracy,  
He Says, During Ceremony at Beijing Film Industry Trade Show*

Hong Kong – Philippines Optical Media Board Chairman Eduardo Manzano was named the Motion Picture Association’s top “Asia-Pacific Copyright Enforcer” in the inaugural presentation of the award at the CineAsia film industry trade show in Beijing yesterday.

Presenting the award to Manzano, Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association (MPA) said, “One of the MPA’s closest allies in the fight against copyright theft is Edu Manzano. His hard work has resulted in the seizure of millions of pirated optical discs and the substantial raising of the awareness of intellectual property rights issues in the Philippines.

“The MPA salutes the dedication and hard work of Edu and his team, and we look forward to continued progress in the fight against the damage caused by piracy to not only MPA member companies, but also to the Philippines’ domestic creative industries, crime levels, tax revenues and international reputation.”

Accepting the award, Manzano said, “We have a long way to go before we can say we’ve got the piracy problem under control in the Philippines, but we are fighting the good fight. What we need to do is work together, industry and government, to punish the bad guys for their crimes, and to help the good guys – our customers – to understand that paying for entertainment is worthwhile.

“This award is a wonderful acknowledgment not of my own efforts to bring piracy under control in the Philippines, but of the tremendous efforts of the OMB’s investigators and administrators, who work – often at great personal risk – to protect copyright, to protect ideas, and to protect the economy and future of the Philippines.”

Manzano assumed the leadership of the OMB in 2004 at the request of President Gloria Macapagal-Arroyo, and is charged with regulating the manufacture, mastering and replication of optical media in the Philippines. Although he is one of the country’s most recognizable film stars, who has appeared in 125 movies and is

a two-time winner of the country's Best Actor award, he has been responsible for vast improvements in both the scale and scope of anti-piracy enforcement activity in the Philippines, where organized crime links to piracy are well-documented and raids often uncover arms and illegal drugs.

### ***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 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.*

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