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MOTION PICTURE INDUSTRY APPLAUDS JAPAN'S PASSAGE OF ANTI-CAMCORDING LAW

Legislation had strong support from the U.S. and Japanese film industries

Los Angeles - The Motion Picture Association of America, Inc. (MPAA) today praised the adoption of legislation by the Japanese government that criminalizes the illegal recording of films in movie theaters. The new law - *Bill to Prevent the Unauthorized Photographing of Cinematographic Works* – prohibits the use of a recording device in a movie theater and enables law enforcement authorities to arrest and prosecute camcorder pirates under the country's Copyright Law. The bill will take effect at the end of August, 2007 and will provide for penalties of up to 10 years in prison or a fine up to 10 million yen or both, under Article 119 (1) of the Copyright Law.

“The adoption of this crucial law by the Japanese Diet is a victory for the worldwide film industry,” said Dan Glickman, Chairman and CEO of the MPAA. “Camcord piracy is the most significant threat facing our industry – one good camcord can trigger an avalanche of illegal downloads and result in bootlegged copies in street markets around the world. Given the extent of this problem, it is important that more countries enact effective anti-camcord legislation. The passage of this law today by Japan's Diet serves as a reminder to governments around the world that every movie screen is a point of vulnerability and must be protected.”

In January, the Japan and International Motion Picture Copyright Association – an MPAA/MPA affiliate– in partnership with the Motion Picture Producers Association of Japan, the Japan Association of Theater Owners, the Foreign Film Importer-Distributors Association of Japan, and the Japan Video Software Association – submitted to the Japanese government a statement supporting the enactment of anti-camcording legislation. These lobbying efforts highlighted the significant impact that film piracy has not only on the U.S. film industry, but on Japan's film industry as well. A study undertaken by independent research firm LEK Consulting shows that motion picture piracy cost the film industry in Japan \$742 million of potential revenue in 2005, of which \$216 million was estimated to have been MPAA member company losses.

About the MPAA

The Motion Picture Association of America, Inc. (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; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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For more information, contact:

MPAA Los Angeles
Elizabeth Kaltman
(818) 995-6600

MPA Singapore
Mike Ellis
65-6253-1033