



# NEWS RELEASE

**For Immediate Release**  
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## **MPAA PRESIDENT UPHOLDS GRADUATED RESPONSE TO ILLEGAL FILE SHARING AT TOKYO SYMPOSIUM**

### ***Bob Pisano Urges Japanese ISPs to Consider File Sharing's Impact on Networks As Well As the Legality of Content Passing Through Them***

Hong Kong / Tokyo – Motion Picture Association of America (MPAA) President and Chief Operating Officer Bob Pisano today addressed delegates attending the Asian Intellectual Property Symposium in Tokyo about the serious consequences of illegal file sharing on the Internet.

The symposium was hosted by the Anti Counterfeiting Association (ACA) and Nikkei Inc. with support from the National Police Agency, Ministry of Internal Affairs and Communications, Ministry of Foreign Affairs of Japan, Ministry of Finance Japan, Agency for Cultural Affairs, Ministry of Economy Trade and Industry.

Speaking to a local audience of government officials, policy makers, distributors and industry representatives at Nikkei Hall, Pisano commended Japan for its first-mover advantage in technology and urged the Japanese authorities to take the lead in the area of legislation on Internet piracy as well.

In his speech, Pisano urged Japanese internet service providers to consider the graduated response scheme adopted by some countries that give illegal downloaders an educational notice before sanctions are imposed on repeat infringers.

“Graduated response is a common sense approach to online piracy that in the long term protects creative ideas and supports the economic growth of a number of industries,” said Pisano. “It takes into account the responsibilities of ISPs and Internet users. It’s fair. It’s reasonable.”

He called on Japanese ISPs to acknowledge their part in overseeing the legality of content that passed through their networks.

“Why should ISPs take part in this program? The answer is that it makes good sense for them,” said Pisano. “This is not about requiring ISPs to police the internet at all. It’s about their responding to a high standard of evidence of infringement and illegal activity on their networks supplied by rights holders.”

In Japan, lawmakers have amended Article 30 of the Copyright Law to make it illegal to download music or movies distributed on the Internet without the authorization of right holders earlier this year.

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**About the MPA:** *The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies' intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike.*

*The organization's worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; The Walt Disney Studios; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit [www.mpa-i.org](http://www.mpa-i.org).*

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