



NEWS RELEASE

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MAN ARRESTED BY HONG KONG AUTHORITIES FOR ILLEGAL CAMCORDING

Alert Cinema Staff Prevents Recording Of "Orphan" Inside AMC Cinema

Hong Kong - On September 3, a man was arrested by officers from the Hong Kong Customs and Excise Department (HKC&ED) for using a mobile phone to illegally camcord the movie "Orphan" inside AMC Cinema in Festival Walk.

The illegal camcording was first noticed by cinema staff who reported to HKC&ED. The case is currently under investigation and the person arrested faces criminal charges for having in his possession video recording equipment in a place of public entertainment and making for sale or hire an infringing copy of a copyright work. The staff member will be receiving US\$258 (HK\$2,000) as a reward for preventing the offence and assisting in the arrest of the camcorders.

"This is the first case where alert cinema staff has brought illegal camcording to the attention of the authorities," said the Hong Kong Theater Association (HKTA) Chairman Vicky Wong. "All our members are committed to helping stamp out any and all criminal activity which damages our industry and appeal to the public to help us in that endeavor."

"Illegal camcorded movies are the source of most illegal downloads and pirated optical discs," said Sam Ho, Executive Director and General Manager of the IFACT-GC, which represents the Motion Picture Association (MPA). "Preventing the theft of movies from cinema screens is one of our top strategic priorities. I thank and commend the alertness of the cinema staff and the swift response from Hong Kong Customs and Excise Department which led to the arrest of the man".

"It takes tough laws and stringent measures to deter illegal camcording," said Mike Ellis, President and Managing Director, Asia-Pacific, MPA. "The fact that Hong Kong has not been the source of camcords since the beginning of this year is a reflection of the effectiveness of these factors. Clearly a model we would like to see governments and exhibitors across the Asia Pacific adopt."

A comprehensive strategy is in place in Hong Kong to prevent illegal camcording. Measures include the Anti-Camcording Reward Scheme, awareness training for cinema staff, and the deployment of security personnel and Customs officers to patrol in cinemas.

Under Hong Kong's Prevention of Copyright Piracy Ordinance (Cap 544) a person commits an offence if they have in their possession (without lawful authority or reasonable excuse) any video recording equipment in a place of public entertainment. Anyone committing that offence may be imprisoned for up to three months and fined up to US\$6,410 (HK\$50,000).

Under the Copyright Ordinance (Cap 528) a person commits an offence if, without the license of the copyright owner of a copyright work, makes for sale or hire an infringing copy of the work. Anyone committing that offence may be imprisoned for up to four years and fined up to US\$6,410 (HK\$50,000).

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Piracy in Asia

A study aimed at providing a more accurate picture of the impact that piracy – including Internet piracy - has on the film industry estimated that MPA member companies lost US\$6.1 billion to worldwide piracy in 2005. Of that lost revenue, approximately 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 2008, the MPA's Asia Pacific operations investigated and helped law enforcement officials to conduct more than 7,500 raids, seizing more than 19 million illegal optical discs, 17 factory optical disc production lines and 6,000 optical disc burners. Additionally, these efforts initiated more than 4,000 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 (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; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit www.mpa-i.org.

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