



# NEWS RELEASE

**For Immediate Release**  
**December 8, 2009**

## **MPA COMPLAINT LEADS TO JAIL FOR CHINA COUPLE SELLING PIRATED HOLLYWOOD MOVIES OVERSEAS**

***Significant Victory Shuts Down Web Site and Operations That Sold Thousands of  
Bootleg DVDs Online***

Hong Kong / Beijing – After more than two years support for government investigation and aggressive pursuit from the Motion Picture Association (MPA), the owners and operators of a notorious illegal website selling pirated movies were sentenced by Beijing Tongzhou People’s Court to 14 months in prison and to pay a fine of RMB80,000. The conviction is the most recent of several high-profile cases the MPA has brought against copyright infringers operating on mainland China, and represents a significant milestone in the MPA’s ongoing efforts to urge local authorities to prosecute copyright offenders.

According to court documents, Huang Yangsheng and his wife ran an illegal website that sold approximately 6,000 bootlegged DVDs, including Hollywood movies, to overseas clients from 2006 to 2008. The couple netted more than RMB100,000 before being arrested in December 2008. The arrest followed an extensive criminal investigation started by a MPA complaint of copyright infringement to the government and subsequent support in evidence collection, which proved crucial in the case’s success.”

“The court sentence is a significant victory for copyright holders. The imprisonment of these criminals sends a strong deterring message to online infringers in China,” said Mike Ellis, President and Managing Director, Asia-Pacific for the MPA. “With the rapid development of China’s Internet and e-commerce, and the purchase of digital media becoming a way of life for many young people, we hope that government can take a tougher stand to protect video content from being ripped off for illegal profit through the Internet.”

China’s online population now ranks No. 1 in the world. According to the China Internet Network Information Center, by June 30 2009, the country’s Internet population reached 338 million, representing a 13.5% increase from 2008. The 2009 “China Online Shopping Market Development Report,” from iResearch, a China-based market research firm, says the China e-commerce market reached RMB103.5 billion during the first half of 2009. This amount was RMB53.1 billion, or 94.8 percent, higher than the same period in 2008 – a 37.8% increase over the second half of 2008.

“There is an explosion of e-commerce in China as more and more people are now accustomed to buying things online,” said Ellis. “Because online shopping can easily spill over to other countries, the piracy of hard goods in China is becoming a serious issue of focus for MPA member companies.”

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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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**For more information, contact:**

Margaret Fu  
MPA Asia-Pacific  
852-2785-8677

William Feng  
MPA China  
86-10-5869-3146