



NEWS RELEASE

For Immediate Release
February 7, 2007

4.8 MILLION PIRATED DISCS SEIZED, 870 ARRESTED IN ASIA-WIDE MOVIE PIRACY OPERATIONS

Law Enforcement Agencies Conduct 1,874 Raids Across Asia-Pacific as Part of a Three-Pronged Enforcement Initiative

Hong Kong – Operation Trident, an anti-piracy enforcement operation launched by the Motion Picture Association (MPA) throughout the Asia-Pacific region in early December, concluded at the end of January having resulted in seizures of 4,832,934 pirated optical discs and 749 optical disc burners, as well as the arrest of 870 suspected motion picture pirates.

In 12 countries across the Asia-Pacific region, law enforcement agencies conducted 1,874 raids during Operation Trident, which targeted pirate production facilities, such as unauthorized factories and illegal burning operations; the availability of pirated optical discs from street vendors, retail shops and markets; and the export of pirated DVDs and VCDs around the world.

Operation Trident aimed to protect sales of cinema movie tickets and legitimate home video products such as DVDs and VCDs by reducing the availability of pirated optical discs during the important Christmas and New Year holiday season.

Among the highlights of Operation Trident were:

China:	393 raids 2,927,642 pirated optical discs seized
India:	110 raids 118 people arrested
Malaysia:	606 raids 658,614 pirated optical discs seized 329 people arrested
Taiwan:	388 optical disc burners seized 119 people arrested
Thailand:	380 raids 295,752 pirated optical discs seized 138 people arrested

“Over the past two and a half years, the MPA’s five biannual anti-piracy sweeps have resulted in close to 3,500 arrests and more than 26 million pirated optical discs seized, said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association.

“The success of Operation Trident was only possible thanks to strong support from law enforcement agencies and governments around the region. We plan to continue to conduct aggressive enforcement action throughout the year with our local police, Customs and other agency partners, and will initiate another Operation Trident-style anti-piracy push during the middle of the year.”

Operation Trident operations were conducted in Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Korea, Taiwan and Thailand.

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 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 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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