



PUBLIC-PRIVATE PARTNERSHIP IN PUBLIC EDUCATION

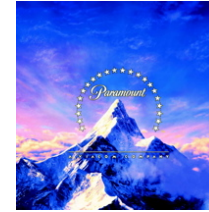
**MICHAEL C. ELLIS
SENIOR VICE PRESIDENT & REGIONAL DIRECTOR, ASIA-PACIFIC
MOTION PICTURE ASSOCIATION**



MPA MEMBER COMPANIES



Buena Vista International, Inc.



Paramount Pictures Corporation



Universal International Films, Inc.



**Warner Bros. International Theatrical Distribution,
a division of Time Warner Entertainment Company, L.P.**



**Sony Pictures Releasing
International Corporation**



**Twentieth Century Fox International
Corporation**



MPA/MPAA HISTORY

- Motion Picture Association of America (MPAA) founded 1922 as U.S. film industry trade association
- Motion Picture Association (MPA) formed in 1945 as international arm of MPAA
- 14 Asia-Pacific programs
- MPAA member company films show in more than 150 countries; MPAA member company TV shows air in more than 125 countries





MANDATE

“You’re going to have to trust me.”

– Tom Cruise as Ethan Hunt, *Mission: Impossible 3*



MANDATE

- Fighting piracy and promoting and protecting intellectual property rights in 14 countries and territories throughout Asia-Pacific
- Developing and supporting the film industry worldwide
- Represent member companies to international, regional and national authorities and in various forums
- Liaison with U.S. government agencies on trade issues
- Liaison with IP associations and organizations to develop cohesive strategic approaches to address issues



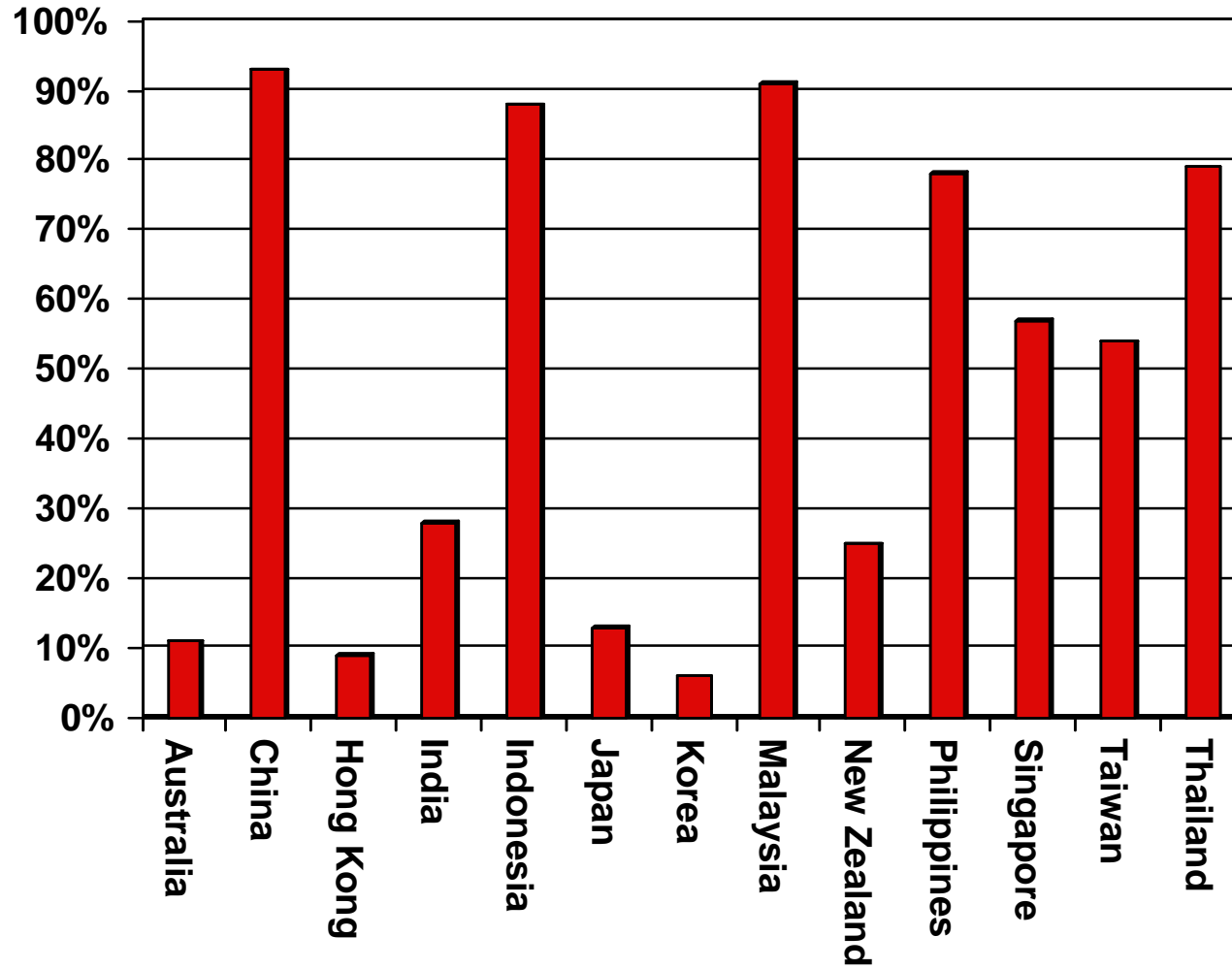
OPERATIONS

ASIA-PACIFIC REGION • 2005

- **OPS:** 34,000+ investigations resulting in 10,500+ raids
- **SEIZURES:** 34,000,000+ illegal optical discs
55 factory optical disc production lines
3,362 optical disc burners seized
- **LEGAL:** 8,000+ legal actions initiated
- **OUTREACH:** Anti-piracy trailers
Film production & screenwriting workshops in China
Reports issued on organized crime & drug involvement in piracy
Education outreach (primary, secondary, tertiary)

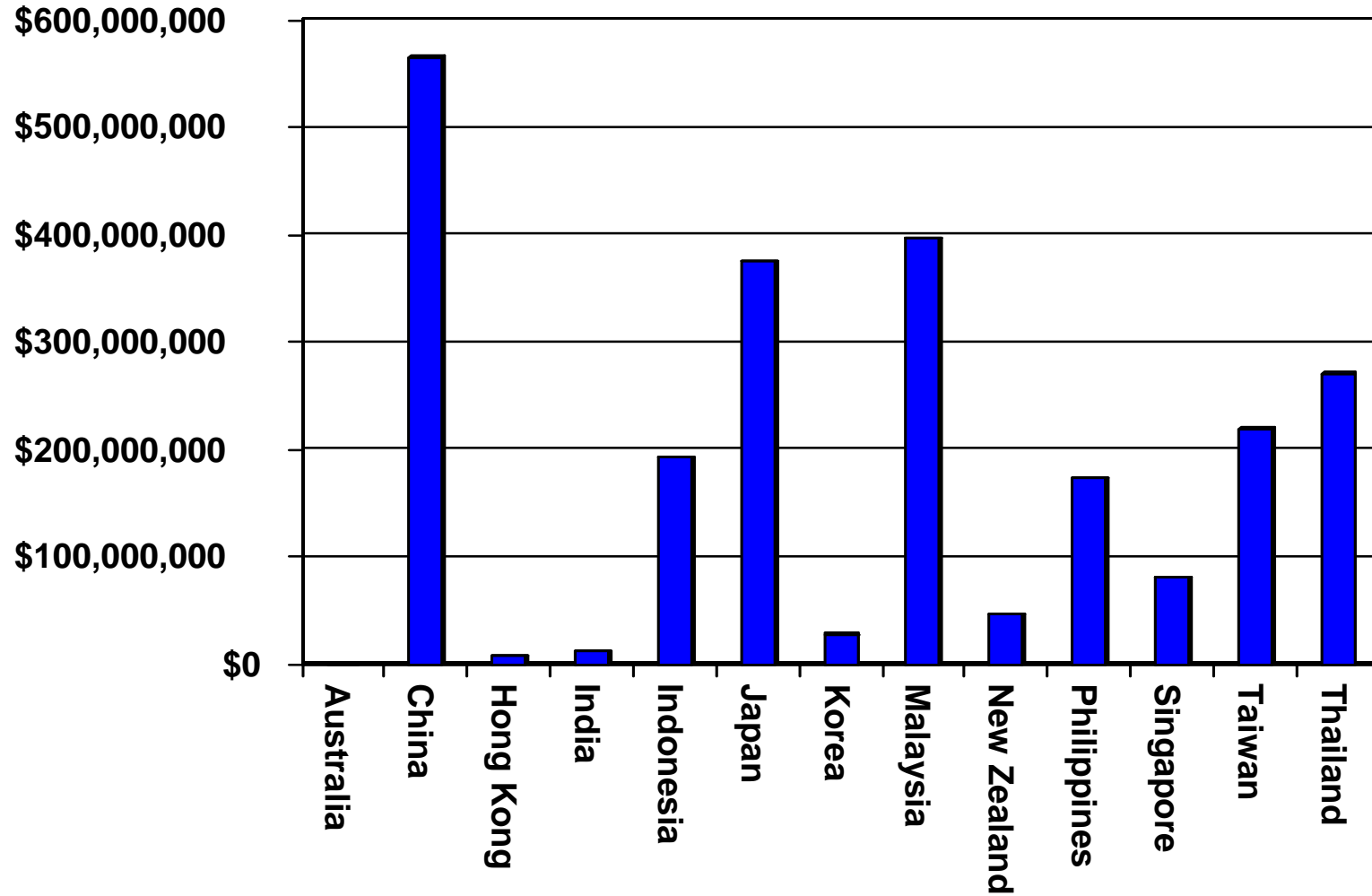


PIRACY RATES





PIRACY LOSSES



Consumer spending losses on MPA member company product



A TOUGH BUSINESS

“Well, the way they make shows is, they make one show. That show's called a pilot. Then they show that show to the people who make shows, and on the strength of that one show they decide if they're going to make more shows. Some pilots get picked and become television programs. Some don't, become nothing. She starred in one of the ones that became nothing.”

– Samuel L. Jackson as Jules Winnfield, *Pulp Fiction*



A TOUGH BUSINESS

- The average cost to make and market an MPA film was \$96.2 million in 2005. This includes \$60 million in negative costs and \$36.2 million in marketing costs.
- In 2005, the total of new films released increased by 5.6% from 2004, with 549 new films versus 520 in 2004.





A TOUGH BUSINESS

- In U.S. theatrical release, only one in 10 movies recovers its original investment
- Counting all revenues, including home video & television, only four in 10 movies recover their original investments





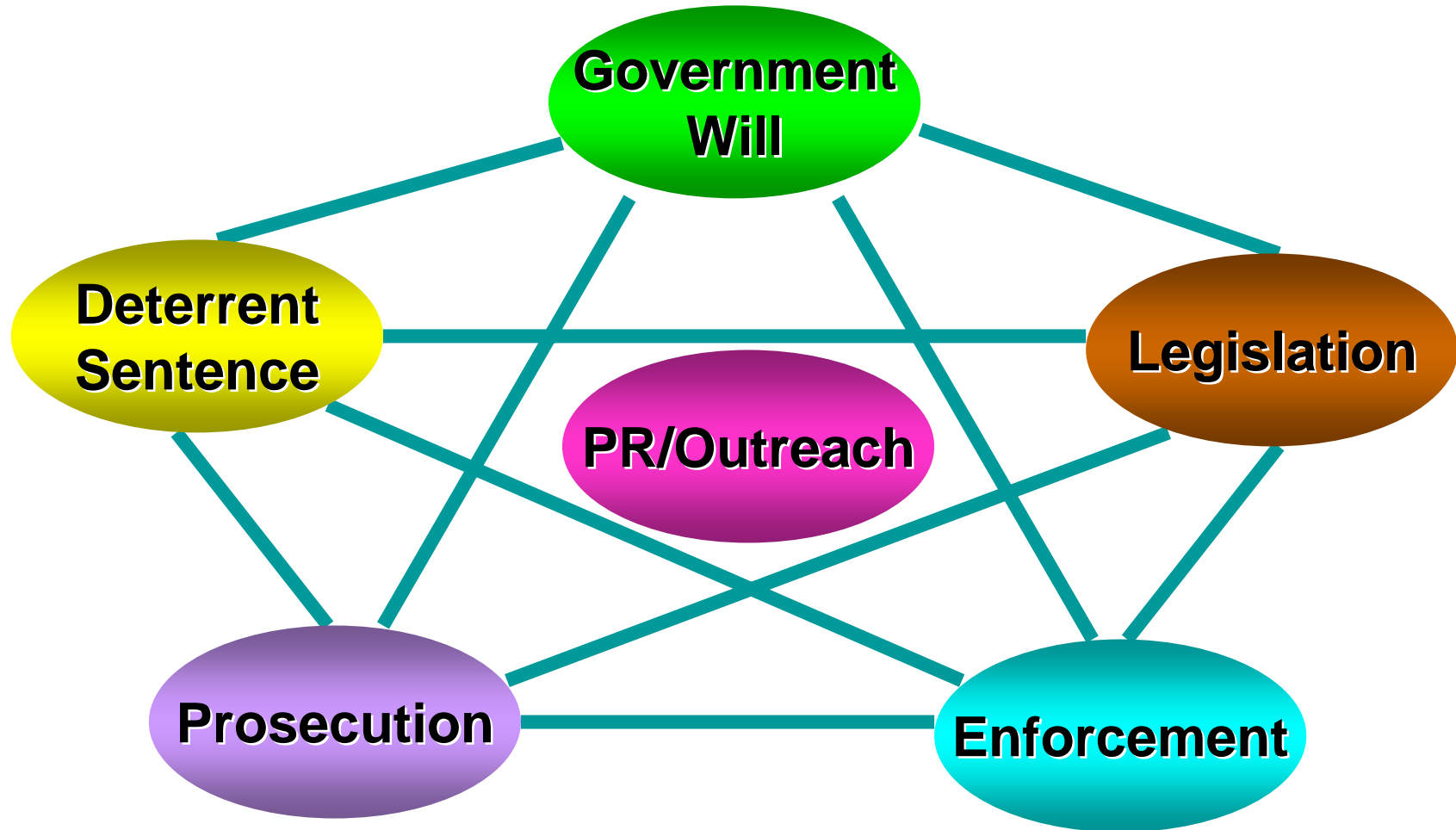
A TOUGH BUSINESS

- In 2005, worldwide movie industry **consumer spending losses** estimated at **US\$18.2 billion**.
- MPA member company losses estimated at **US\$6.1 billion**.
- Industry-wide **Asia-Pacific consumer spending losses** estimated at **US\$5.5 billion**.
- MPA member company losses in **Asia-Pacific** estimated at **US\$1.2 billion**.
- **Global Internet piracy losses** estimated at **US\$7.1 billion**.





SYNERGISTIC APPROACH





EDUCATION

“What I'm selling and who I'm selling it to should be the least of your worries.”

– Philip Seymour Hoffmann as Owen Davian, *Mission: Impossible 3*



GOVERNMENT EDUCATION

Hong Kong

Education budget, Youth Ambassador program, Scout IPR badge, schools outreach, educational materials (print, comics, web)

Singapore

Month-long IPR campaign culminates in World IP Day, seminars, advertising

Malaysia

Education budget, road shows, seminars, IP days

Japan

Numerous government campaigns/initiatives (police, economic ministry, finance ministry) aimed at public/students

Thailand

IP Fair, seminars, public IPR campaigns

Taiwan

Trailer, advertising, IPR-related exam questions





MPA EDUCATION INITIATIVES

- Formation of MPA External Affairs & Education department (2005)
- Anti-piracy trailers (“Street People”, “Downloader”, “Pele”, “Arnie & Jackie”, Malaysia-produced)
- University “Best Practices” roadmap (acceptable use policies)
- Comprehensive support of government efforts
- Campus speaking tours
- Production of educational materials for schools
- IPR awareness video production

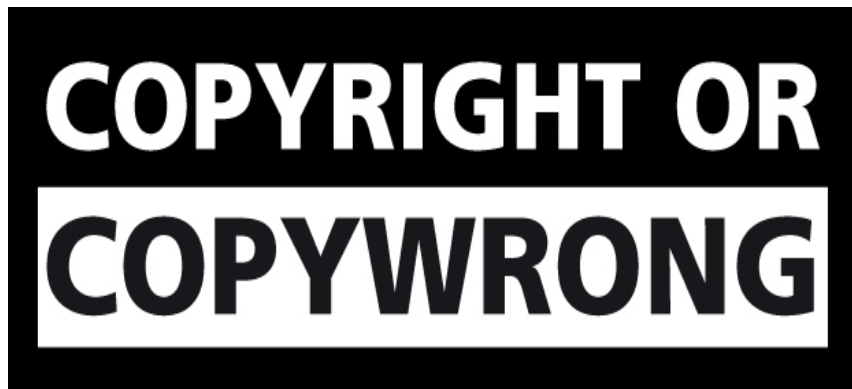




MPA EDUCATION INITIATIVES

Copyright or Copywrong will support wide-ranging programs from government, education and industry groups delivered through schools, workplaces and the Internet to:

- explain new copyright laws
- guide the public on how to lawfully use or incorporate others copyright works
- guide workplaces on managing copyright risks
- give context to the consequences of copyright theft in the community, and
- to promote informed debate on copyright issues.





MPA EDUCATION INITIATIVES

- MPAA partnership with Students in Free Enterprise (SIFE) to organize an anti-piracy public service announcement (PSA) contest for students in SIFE chapters in the U.S.A.
- SIFE, an international non-profit organization with chapters on more than 900 U.S. college campuses, specializes in mobilizing university students to create economic opportunity for others while discovering their own potential.
- Asia-Pacific rollout in 2007





EDUCATION



Malaysia

Malaysia





EDUCATION



Japan

Japan





EDUCATION



Thailand

Hong Kong





EDUCATION



India



India



WINNING AGAINST PIRACY

ENFORCEMENT

- Investigation, Raids, Seizures, C&D Letters, Arrests

LEGISLATIVE/JUDICIAL

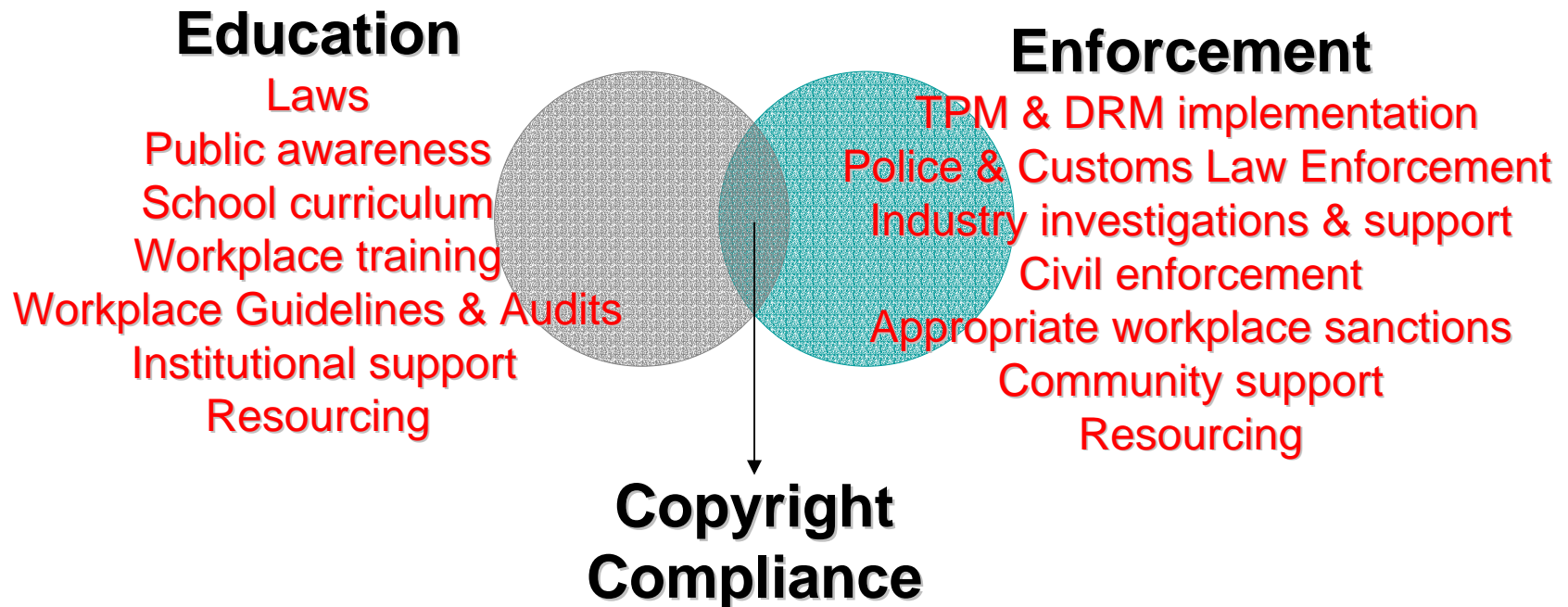
- Legislative reform, Criminal thresholds, Deterrent sentencing

EDUCATION

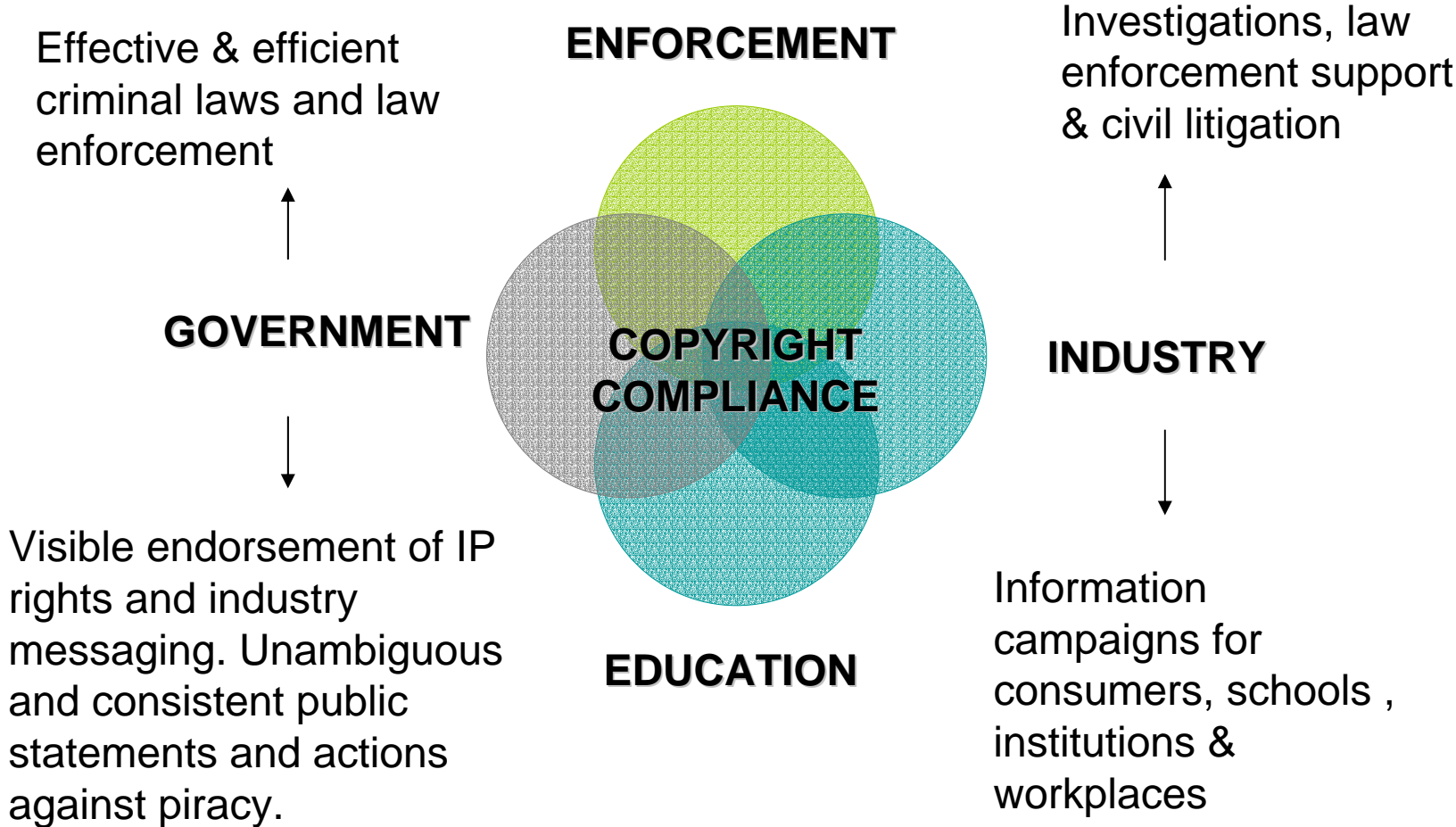
- Social change (“intellectual property theft is wrong and damages society”)

Compliance Matrix

**Industry Partnership
Schools, Institutions and Workplaces**



Strategic Partnerships





THE MOUNTAIN IS HIGH ...



WORLD FIRST AS DOGS TRAINED TO DETECT DVDS

Partnership with Courier Companies and Enforcement Agencies





QUESTIONS/DISCUSSION

“Don't you hate that?”

“What?”

“Uncomfortable silences.”

– John Travolta and Uma Thurman
as Vincent Vega and Mia Wallace, *Pulp Fiction*

