



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

**For Immediate Release**  
**June 26, 2007**

## **HONG KONG ACTOR JIM CHIM LAUNCHES NEW IFA©T-GC ANTI-CAMCORDING TRAILER**

Hong Kong – Tonight saw the International Federation Against Copyright Theft – Greater China (IFA©T-GC), the Hong Kong Theatre Association (HKTA) together with actor and anti-piracy advocate Jim Chim launch a new anti-piracy trailer at the UA Citiplaza theatre. The trailer was launched at a 20th Century Fox sponsored preview of blockbuster “Die Hard 4.0”. The preview and launch were supported by a host of luminaries from the local entertainment and political scene.

The trailer was produced to increase moviegoers’ and theatre staffs’ awareness of the laws designed to prevent camcording of movies in cinemas and to encourage the public to reject pirated online and DVD movies. The trailer urging the public to “Encourage Creativity; Protect Movies; Together We Can: Stop Piracy!” will be screened prior to feature film presentations at 176 HKTA members’ screens across Hong Kong. The public education effort represented by the trailer campaign is a result of cooperation between IFA©T-GC, the Motion Picture Association (MPA), the HKTA, the Intellectual Property Department and Hong Kong Customs and Excise Department.

Jim Chim, who provided the voice over for the trailer said: “The “Encourage Creativity; Protect Movies; Together We Can: Stop Piracy!” anti-camcording campaign is exactly what all we Hong Kong citizens must do to protect the film industry in Hong Kong and the rest of the world. Piracy damages all creative industries and must be stopped and I am proud to support this educational initiative aimed at suppressing piracy.”

IFACT-GC Executive Director Sam Ho said: “We’re delighted an actor of Jim Chim’s standing is supporting our efforts to educate Hong Kong people about movie piracy and its damaging effects on the film industry. If movie pirates cannot find buyers for their goods, movie piracy will die. Pirates are in business to make money and movie lovers can put them out of business by buying legitimate products. Movie piracy hurts the companies that produce entertainment and the Hong Kong companies that make it possible for movie fans to enjoy that entertainment. The new trailer is aimed at reminding consumers that when they buy pirated optical discs they are supporting criminals and harming the people who provide the movies they love.”

“The Motion Picture Association and its Member Companies are delighted to join forces with its affiliate IFA©T-GC, the Hong Kong Government and local industry in fighting movie piracy in Hong Kong,” said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the MPA. “Hong Kong boasts one of the world’s great movie industries, with Hong Kong films popular the world over; however, the effects of film piracy touch millions around the world, causing significant economic and social damage.”

The trailer launch comes near the end of MPA's two-month long region-wide anti-piracy enforcement campaign, Operation Tripod, running in 13 countries and territories across the Asia-Pacific region. Operation Tripod targets the production, distribution, export and sale of pirated movies throughout the region and around the world. While Operation Tripod's crackdown on piracy is timed to run during the peak northern summer period, the MPA makes no distinction between the piracy of local or foreign movies and has worked with enforcement agencies to protect sales of all cinema tickets and legitimate DVDs and VCDs in Hong Kong and Greater China and throughout Asia-Pacific.

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

Preventing camcording of movies in cinemas is vital; worldwide, more than 90 percent of newly released movies that are offered in pirated versions for download on the Internet or for sale in street markets around the world can be sourced to the illegal camcording of movies from movie theaters, costing the film industry worldwide billions of dollars every year.

Pirate camcording is particularly damaging because it typically occurs at the very start of the distribution cycle, affecting the economic opportunities for the film throughout the rest of its existence.

###

**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.*

**About the IFA©T-GC:** *The International Federation Against Copyright Theft was established in 2006 by the Motion Picture Association to protect the film industry in the Greater China region from the adverse impact of copyright theft. IFA©T-GC works closely with its supporters, government and enforcement authorities to protect the Greater China film and television industry, retailers and movie fans.*

**For more information, contact:**

Margaret Fu  
IFA©T-GC  
852-2785-8677