



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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## **IFA©T-GC ANTI-PIRACY STORYBOARD CONTEST WINNERS VISIT JAPAN**

### *Youths recognize the need to respect IP*

Hong Kong – On October 22, the International Federation Against Copyright Theft (IFA©T-GC) announced the winners of the slogan and storyboard competitions promoting IPR protection. The co-winners of the storyboard competition will travel to Japan in early 2008. They will meet with key players in the Japanese film industry while the winning slogan entry will be used in promotional material created for the China Audio Visual Expo. The Expo will be held in Guangzhou in December this year.

Co-organized with the Hong Kong Institute of Vocational Education (IVE) with the support of the Hong Kong Customs & Excise Department (HKCE) and the Intellectual Property Department (IPD), “Respect Intellectual Property Rights, Refuse Piracy” was the theme of the contest. Entries were invited in two categories; a storyboard for a short public service announcement and a slogan. These were judged based on their ability to enhance an understanding of piracy and the damage it causes to society among young people.

A total of 160 entries in the slogan competition and 49 entries in the storyboard competition were received. Assistant Commissioner (Intelligence and Investigation) of HKCE, Mr. Tam Yiu-keung, Deputy Director of IPD, Mr. Peter Cheung, two famous local movie directors, Mr. Joe Ma and Mr. Dante Lam, and Mr. Sam Ho Executive Director and General Manager of IFA©T-GC made up the panel of judges.

The winners in the slogan competition were Chan Kam-lung (Champion), Chung Ho-fai (1<sup>st</sup> Runner Up), and Yip Ming-sum (2<sup>nd</sup> Runner Up). The winners in the storyboard competition were Choi Sio-kong and Li Yau-choi (Champion), Cheung Wan-ching, Jay (1<sup>st</sup> Runner Up) and Chan Siu-kai and Chan King-wai (2<sup>nd</sup> Runner Up).

IFA©T-GC Executive Director and General Manager Sam Ho said “This competition is a perfect example of how all stakeholders can cooperate to promote respect for intellectual property rights. Right holders, government agencies, educators and, most importantly, consumers were all involved”.

Ho continued “While enforcement will always remain necessary in the fight against piracy, real, long term gains will come from increasing consumer awareness of the harm piracy causes. On behalf of rights owners, IFA©T-GC would like to thank all the young people who entered the competition.

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**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.*

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