



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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SHENZHEN AUTHORITIES CHOK OFF SUPPLY OF PIRATED MOVIES TO HONG KONG

***16 Arrested, Eight Charged With “Operating an Illegal Business”
8, 800 Pirated Discs Seized, Including Newly Released Blockbuster Titles***

Hong Kong – Hong Kongers returning home from a visit to Shenzhen will find it more difficult to pick up pirated copies of the latest movie releases following crushing raids on pirate retailers operating inside Border Control Points.

Details of the raids just released by authorities in the Mainland reveal that on 7th August, 62 law enforcement officers swooped on eight pirate audio-video retailers at the Luohu and Huanggang Control Points seizing 8, 800 pirated optical discs and arresting 14 men and two women. The authorities have charged eight of the arrested pirates with “Operating an Illegal Business” and are continuing their enquiries into the other eight. Among the seizures were 2, 400 pirated DVDs infringing 55 MPA titles including blockbuster titles still in theatrical release (Ratatouille, Transformers and Live Free or Die Hard) and 1,800 DVDs infringing Japanese titles and Hong Kong and Korean TV series.

The raids arose from information collected by the International Federation Against Copyright Theft – Greater China (IFA©T-GC), representing the Motion Picture Association and Japanese rights holders and resulted in Chief Xie Jun of the Luohu District Culture Market Administrative Enforcement Task Force leading 10 officers from his own unit, seven officers from the Futian District Culture Market Administrative Enforcement Task Force and 44 local police officers to raid the retailers.

Chief Xie Jun said "This successful operation demonstrates great support and cooperation from IFA©T-GC. The authorities are committed to working closely with strategic partners like IFA©T-GC to take proactive action against notorious pirates and take cases to court whenever possible in order to deter others from this criminal activity."

Action against pirate retailers in Shenzhen is a high priority for Hong Kong based rights holders, particularly those based in the Border Control Points. The combined efforts of the Hong Kong government, Hong Kong Customs and Excise Department and the creative industries have made great strides in reducing the availability of pirated product in Hong Kong – the number of pirate retailers in Hong Kong has been reduced from over 1, 000 to around 50 in the last few years. The ready availability of pirated optical discs to travelers returning to Hong Kong undermines these efforts and IFA©T-GC is now working with enforcement authorities for significant improvements in Shenzhen.

IFA©T-GC Executive Director Sam Ho said “This is the biggest criminal raid in Shenzhen this year. It shows clearly that many rights holders are suffering significant economic losses due to piracy in Shenzhen, losses that IFA©T-GC is committed to reducing. It is clear that pirates steal the creative property from a range of industries in different countries so it makes sense for all rights holders to work together; united we can reduce costs, focus our efforts and hit pirates where it hurts – in their pockets.”

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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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