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INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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HONG KONG PIRATE MOVIE SYNDICATE HAMMERED BY HONG KONG CUSTOMS

Four Arrested and Facing Imprisonment and 200,000 Pirated Optical Discs Seized

Hong Kong – On April 15, an intelligence-led investigation culminated in 30 officers from the Hong Kong Customs Intellectual Property Investigation Bureau raiding a warehouse that had been supplying pirated optical discs to Hong Kong's pirate retailers. A man and three women, aged between 24 and 32, were arresting during the operation. Staff from the International Federation Against Copyright Theft – Greater China (IFACT-GC) representing the Motion Picture Association (MPA) and the CJ Mark Committee (CJ Mark) in Hong Kong supported Customs officers during the raid and assisted in identifying pirated optical discs.

Officials seized 200,000 pirated optical discs, 15,000 DVDs of which infringed 25 MPA member company TV series titles including "Friends", "Grey's Anatomy", "Nip Tuck", "The O.C.", "Prison Break" and "Supernatural". 20,000 DVDs infringed a number of titles owned by members of CJ Mark (a Japanese rights owners association) including "Densha Otoko", "Engine", "The Family" and "Hero". Other seizures infringed non-MPA TV series titles, Hong Kong movie titles as well as Korean movie and TV series titles.

Hong Kong Customs estimated that the seizures created a revenue loss of HK$5,000,000 (US$641,026) to the pirates.

"Hong Kong Customs have hit this piracy syndicate with a hammer blow: four members face prison time, and in addition to losing potential revenue, they have also lost a lot of real money paid out for the pirated discs which were seized," said IFACT-GC Executive Director and General Manager Sam Ho. "The range of stolen copyright content shows pirates do not specialize in stealing the intellectual property of any one country's movie industry and reinforces the importance of copyright owners working together to take down copyright thieves."

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About the MPA: *The Motion Picture Association and Motion Picture Association – International (MPA) represent 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. For more information about the MPA, please visit www.mpa-i.org.

About the IFACT-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. IFACT-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 about IFACT-GC, please visit www.ifact-gc.org.*

For more information, contact:

Karri Ho
IFACT-GC
852-2785-0363