



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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IFACT-GC AND HONG KONG GOVERNMENT REACH OUT TO ENCOURAGE IPR RESPECT ON WORLD IP DAY

Education Programs and Enhanced Outreach to Encourage Informed Decisions on Intellectual Property by Consumers

Hong Kong – To mark World Intellectual Property Day on April 26, the Hong Kong Government and the International Federation Against Copyright Theft – Greater China (IFACT-GC) have organized a range of activities designed to raise awareness among students and consumers of the economic damage caused by intellectual property theft.

- From April 25 – 27 at the Hong Kong Film Archive the Intellectual Property Department (IPD) and IFACT-GC will co-host three screenings of Kevin Chu's movie "*Tangshan Tangshan*" together with a 20-minute educational short video "What a Tangled Web We Weave" (http://www.ip-video.gov.hk/eng/others/others03_e_BB.htm) which was jointly produced by IPD and Diocesan Girls School. Tickets for the event have been circulated among secondary school students.
- April 25 IFACT-GC launched a new anti-piracy trailer on its website (www.ifact-gc.org). Featuring Tsui Hark's modern classic "*Seven Swords*" and a voice over performed by Raymond Wong, Chairman of the Movie Producers and Distributors Association of Hong Kong Limited, the trailer invites consumers to consider the question "What Are You Really Burning" when downloading and burning copies of pirated movies.
- April 25 IFACT-GC launched Simplified Chinese and Japanese versions of its website, reaching out to the 1.5 billion plus people making up the population of these two countries.

"The theme for 2008 World Intellectual Property Day is 'Innovation'. Every innovation starts with an idea, and that idea is the creator's property. It is necessary to raise public awareness of the importance of protecting that valuable Intellectual Property (IP)," said Mr. Stephen Selby, Director of Intellectual Property, the Government of the HKSAR. "We've been co-operating with IFACT-GC closely to roll out education programs to the public, the people of Hong Kong are increasingly aware of the importance of protecting IP rights and the result is promising."

"Remember that without innovators such as Tsui Hark, pirates wouldn't even have a product to copy. Rampant piracy discourages innovation and burning pirated movies harms the movie industry and reduces the quality and range of movies available to

consumers” said Raymond Wong, Chairman of the Movie Producers and Distributors Association of Hong Kong Limited.

“IFACT-GC supports a multi-pronged strategy against intellectual property theft, including prevention, prosecution and education” said IFACT-GC Executive Director and General Manager Sam Ho. “We are placing ever-greater emphasis on education and outreach as we believe that when more people become aware of the economic damage caused by movie piracy many of them will watch and buy legitimate movies. It is especially important that we raise awareness among young people: today’s students are tomorrow’s creators and developers of intellectual property and respecting copyright will ensure a bright future for the next generation of creators”

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World Intellectual Property Day is observed annually on April 26. The event was established by the World Intellectual Property Organization (WIPO) in 2001 to "raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe". They chose April 26, the date on which the Convention establishing WIPO originally entered into force in 1970. (Source: WIPO official website)

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 – Greater China 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 the IFACT-GC, please visit www.ifact-gc.org.

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