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INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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CAMCORD PIRATES WARNED OFF BY CUSTOMS, RIGHTS OWNERS REPS AND MOVIE THEATRES ASSOCIATION

Coalition Steps Up Action to Deter Illegal Camcording over Chinese New Year Holidays

Hong Kong – Measures to prevent the illegal camcording of movies in Hong Kong cinemas over the Chinese New Year holiday period were outlined in a press conference held today. The message was delivered Senior Superintendent Mr. Ben Ho from Hong Kong Customs and Excise (HKCE), Mr. Chui Hin Wai, the Vice-President of the Hong Kong Theatres Association, Mr. Woody Tsung, Chief Executive of Hong Kong's Motion Picture International Association and Mr. Sam Ho, Executive Director and General Manager International Federation against Copyright Theft (IFACT-GC).

The measures announced include:

- The deployment of plain clothes Customs officers to patrol cinemas and arrest anyone caught illegally camcording movies.
- Officers from Hong Kong Customs joining industry representatives and theatre staff to distribute anti-camcording staff leaflets at Hong Kong movie theatres.
- The distribution of 5,000 leaflets outlining that camcording is a criminal offence and what cinema patrons should do if they see anyone camcording a movie.
- The continuation of a reward scheme for movie theatre employees who detect illegal camcording (HK$2,000 for each case successfully detected).

"Illegal camcording can cause serious economic damage to the film industry as copies of the movies can be available on the Internet and pirated DVDs within hours of movies opening in theatres." said IFACT-GC's Sam Ho. "On behalf of all rights owners represented by IFACT-GC I welcome this joint initiative designed to stop illegal camcording in Hong Kong cinemas and thank all concerned for their support."

"We will continue to work closely with the movie industry and the Theatres Association in detecting and interdicting illegal camcording activities," said HKCE's Mr. Ben Ho. "Our officers will step up their efforts for stamping out movie piracy at source."

Under Hong Kong law a person commits an offence if they have in their possession (without lawful authority or reasonable excuse) any video recording equipment in a place of public entertainment. Anyone breaking the law may be fined up to HK$50,000 and imprisoned for up to three months.

Hong Kong Customs takes strict enforcement action against the illegal camcording of movies. Under the Copyright Ordinance, making of an infringing copy of a film for the purpose of trade and business is a serious offence which attracts a heavy penalty, namely, imprisonment for 4 years and a fine of HK$50,000 for each infringing copy.

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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. 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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