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DOTASIA AND IFACT-GC PARTNER TO PROMOTE ONLINE PROTECTION AGAINST MOVIE PIRACY ON .ASIA DOMAINS

Hong Kong – the DotAsia Organisation (DotAsia) and the International Federation Against Copyright Theft – Greater China (IFACT-GC) representing the Motion Picture Association (MPA) in Hong Kong, are proud to announce the signing of a Memorandum of Understanding (MOU) to establish a cooperative mechanism for the online protection of movies. The signing took place today at the ISP Symposium 2008 being held at the Hotel Royal Macau on May 22 and 23.

One of the main features of this MOU is that DotAsia and IFACT-GC will work together to develop an administrative suspension procedure to tackle gross infringement activities at any registered .Asia domain name to protect the legal rights and interests of the copyright owners and stop unauthorized cross-border transfer of movies and video recordings. Another key feature will be joint efforts by DotAsia and IFACT-GC to promote the proactive adoption of the .Asia domain by, and educational programs for, the creative industries around Asia.

“The partnership with IFACT-GC demonstrates our continued commitment towards a strong foundation of growth for .Asia. Not only will we be contributing towards curbing online copyright infringement and piracy, DotAsia will gain a strong partner to promote positive usage of the .Asia domain in the movie industry around Asia,” said Edmon Chung, CEO of DotAsia.

“The signing of this MOU with DotAsia marks an important historical milestone for cooperation between the entertainment industry and the Internet community. We want to set a new benchmark for industry-led efforts to tackle the cross border challenges presented by cyberspace,” added Sam Ho, Executive Director and General Manager of IFACT-GC. “Our joint efforts will work to discourage piracy on .Asia domains and promote positive value by encouraging the proactive adoption of .Asia domain names by the industry.”

The ISP Symposium is organized by IFACT-GC and Macau Customs to strengthen the cooperation between government, copyright and IT industry and is focused on tackling cybercrime. Over 40 participants are attending this 2 day event.

In addition to the signing ceremony of this MOU, the ISP Symposium 2008 features a keynote speech from Fritz Attaway, Executive VP & Special Policy Advisor of the Motion Picture Association of America, Inc., as well as presentations from Choi Lai Hang, Director-General of Macau Customs, Tam Yiu Keung, Assistant Commissioner of Hong Kong Customs and Excise Department, York Mok from Hong Kong Internet Service Providers

Association, Mayseey Leong, Regional Director of the IFPI Asian Regional Office and Amy Goh, Director of Internet, Asia Pacific, Motion Picture Association – International. Also included in the program are panel discussions on combating organized cybercrime and fighting online piracy worldwide.

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About DotAsia Organisation: *DotAsia Organisation is the Sponsoring Organisation and Registry Operator for the* ***.Asia*** *Sponsored Generic Top Level Domain. DotAsia is a not-for-profit, community-based organisation incorporated in Hong Kong. Asia has developed into a global force in the international commercial, political and cultural network. The .Asia domain aspires to embrace this dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development in the region. To learn more about DotAsia, please visit: http://www.registry.asia.*

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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