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ALERT STAFF HELP ARREST TWO PEOPLE CAMCORDING IN HONG KONG CINEMAS

Increased Vigilance Makes A Difference

Hong Kong – Prompt action by frontline cinema staff in Hong Kong cinemas that resulted in the arrest of two women for illegal camcording was today acknowledged and rewarded by the presentation of letters of appreciation and cash rewards.

One woman was arrested after illegally camcording *"2012"* at the UA Langham Place Cinema on November 24 and the other for recording *"Ninja Assassin"* at the UA Citygate Cinema on November 28. The latter suspect was convicted of possessing video recording equipment in a place of public entertainment and was sentenced to a fine of HK$2,000 (US$256). The mobile phone used to camcord the movie was forfeited.

Letters of appreciation for seven members of staff and a reward of HK$2,000 (US$256) each to the representatives of the UA Langham Place Cinema and the UA Citygate Cinema were presented by Mr. Sam Ho, Executive Director and General Manager of the International Federation Against Copyright Theft – Greater China (IFACT-GC), along with Sony Blu-ray disc player and Blu-ray discs, courtesy of Sony Pictures Home Entertainment (SPHE).

The ceremony was held at the UA Langham Place Cinema in Mong Kok and was witnessed by representatives from the movie distribution industry, including Ms. Vicky Wong, Chairman of the Hong Kong Theatres Association (HKTA); Mr. Tim Meade, Vice President, China of SPHE; Ms. Amy Ip, International Sales Manager of Edko Films Limited; Ms. Erlina Suharjono, Senior Vice President, Asia Distribution and Mr. Avenant Tang, Sales Manager of Warner Bros. Pictures International.

"Members of the Hong Kong Theatres Association have invested heavily in training their staff on preventing and detecting camcording in our theatres," said the HKTA's Vicky Wong. "We ask all our patrons who love the cinema experience to tell our staff if they see anyone filming movies from our screens. In doing so, they will be helping stop the piracy that threatens the movie industry and the cinemas that bring the movies to Hong Kong."

"The threat from camcording should not be underestimated," said IFACT-GC Executive Director and General Manager Sam Ho. "I appeal to all movie fans to help protect the releases during the Christmas and Chinese New Year period; don't camcord movies and report anyone you see doing it to cinema staff. Help protect the movies we love and the jobs they create in Hong Kong."

So far this year three people have been arrested in three separate cases for illegally camcording movies in Hong Kong cinemas. This, and the fact that forensic matching has yet to find any pirated movies camcorded in Hong Kong – compared to nine matches in 2008 – demonstrate the effectiveness of the joint efforts by the HKTA, Hong Kong Customs and Excise Department and the IFACT-GC.

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. Any person convicted of illegally camcording a movie may be imprisoned for up to four years.

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About the MPA*: The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies' intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The organization's worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment 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.*

About the HKTA: *The Hong Kong Theatres Association Ltd was established in 1979 to represent Hong Kong movie theatre owners. The Association's primary objectives are to lobby the Government on matters such as film classification, copyright, fire safety and venue licensing and to formulate industry rules and to otherwise advance its members interests. In 2006, the Association launched the "International Box Office Essentials", an on-line system providing real-time Hong Kong box office data, film analysis reports and information on international reported grosses from over 35 countries worldwide.*

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