IFACT-GC

INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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FRONTLINE CINEMA STAFF UNDERGO ANTI-CAMCORDING TRAINING

Over 80 'Make-A-Difference 2' Packages Distributed at Joint IFACT-GC and HKTA Event

Hong Kong – On March 10, the International Federation Against Copyright Theft – Greater China (IFACT-GC) and the Hong Kong Theatres Association (HKTA) jointly conducted an anti-camcording training seminar for 88 frontline cinema staff.

The training seminar featured the latest MPA-produced anti-camcording training video – *'Make A Difference 2'* (MAD 2) providing practical guidelines to cinema staff on how to prevent illegal recordings. All seminar participants received a copy of the MAD 2 package and a further 92 copies will be distributed to all cinemas in Hong Kong.

Mr. Simon Wan, Senior Inspector, Intellectual Property Investigation Bureau, Anti-Internet Piracy Team of the Hong Kong Customs & Excise Department gave a presentation at the seminar, explaining the legal powers of cinema staff under the Prevention of Copyright Piracy Ordinance, the proper procedures for reporting illegal camcording and shared his experience on a number of cases where attempts were made to illegally camcord movies.

"Our members and their staff are doing all they can to stop the theft of movies by illegal camcorders," said Vicky Wong, Chairman of HKTA. "Movie piracy hurts our economy and the job prospects of people in Hong Kong and we should all help stamp it out."

"Illegal camcording of movies is a scourge on our industry which threatens jobs," said IFACT-GC Executive Director and General Manager Sam Ho. "I appeal to all movie goers to report any suspicious activity to cinema staff and stop these movie thieves getting a free ride on the backs of honest theater-goers."

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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 – 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 IFACT-GC, please visit www.ifact-gc.org.*

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