



IFACT-GC



香港戲院商會有限公司
HONG KONG THEATRES ASSOCIATION LIMITED

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MAN ARRESTED BY HONG KONG AUTHORITIES FOR ILLEGALLY CAMCORDING

Alert Cinema Staff Prevents Recording of "Orphan" Inside AMC Cinema

Hong Kong - On September 3, a man was arrested by officers from Hong Kong Customs and Excise Department (HKC&ED) for using a mobile phone to illegally camcord the movie "Orphan" inside the AMC Cinema in Festival Walk.

The illegal camcording was first noticed by cinema staff who reported to HKC&ED. The case is currently under investigation and the person arrested faces criminal charges for having in his possession video recording equipment in a place of public entertainment and making for sale or hire an infringing copy of a copyright work. The staff member will be receiving US\$258 (HK\$2,000) as a reward for preventing the offence and assisting in the arrest of the camcorders.

"This is the first case where alert cinema staff has brought illegal camcording to the attention of the authorities," said the Hong Kong Theater Association (HKTA) Chairman Vicky Wong. "All our members are committed to helping stamp out any and all criminal activity which damages our industry and appeal to the public to help us in that endeavor."

"Illegal camcorded movies are the source of most illegal downloads and pirated optical discs," said Sam Ho, Executive Director and General Manager of the IFACT-GC, which represents the Motion Picture Association (MPA). "Preventing the theft of movies from cinema screens is one of our top strategic priorities. I thank and commend the alertness of the cinema staff and the swift response from Hong Kong Customs and Excise Department which led to the arrest of the man".

A comprehensive strategy is in place in Hong Kong to prevent illegal camcording. Measures include the Anti-Camcording Reward Scheme, awareness training for cinema staff, and the deployment of security personnel and Customs officers to patrol in cinemas.

Under Hong Kong's Prevention of Copyright Piracy Ordinance (Cap 544) 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 committing that offence may be imprisoned for up to three months and fined up to US\$6,410 (HK\$50,000).

Under the Copyright Ordinance (Cap 528) a person commits an offence if, without the licence of the copyright owner of a copyright work, makes for sale or hire an infringing copy of the work. Anyone committing that offence may be imprisoned for up to four years and fined up to US\$6,410 (HK\$50,000).

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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: *Hong Kong Theatres Association Ltd was established in 1979, we represent movie theatre owners and the primary objectives are: lobby the Government on matters such as film classification, copyright, fire safety and venue licensing, to formulate industry rules and to seek the welfare for the members. In 2006, we have also launched the [International Box Office Essentials] , which is an on-line system provided real-time Hong Kong box office data, film analysis reports and the international reported grosses for over 35 countries worldwide for our industry to subscribe.*

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