



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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IPR AWARENESS OF HONG KONG PEOPLE IS INCREASING

Survey Finds over 96% of Respondents Feel IPR Protection is Necessary

Hong Kong – On February 19, the Intellectual Property Department (IPD) announced findings based on survey in relation to “Public Awareness of Intellectual Property Right (IPR) Protection”, such survey was first started since 1999. Details for such survey reports could be found at http://www.ipd.gov.hk/eng/promotion_edu/annual_survey.htm.

The survey of 1,003 respondents, conducted between October and November last year, major findings includes:

- 96.3% of respondents considered that it was necessary to protect the IPR in Hong Kong, an increase of 11.6% from 84.7% in 2005;
- People aged below 30 tended to involve in the infringement of copyright, as compared to their counterparts;
- 80.3% of respondents agreed that it was morally wrong to download files from unauthorized websites;
- 78.6% of the respondents claimed that they probably/definitely will not, with the main reason “considered troublesome in purchasing online”.

“It is encouraged that the latest survey shows over 96% of the Hong Kong people respects IPR in Hong Kong but we have great concern on the high percentage of respondents unwillingly to purchase online as well as the involvement of copyright infringement by the younger generation. The Education Bureau should take a more proactive role to the students.” said IFACT-GC Executive Director and General Manager Sam Ho.

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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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