



IFACT-GC



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

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ANOTHER CAMCORDER ARRESTED IN HONG KONG

Third Case in Three Months as Cinema Staff Across the Territory Remain on High Alert

Hong Kong – Prompt action by alert frontline cinema staff led to the arrest of a man illegally camcording the blockbuster movie “Avatar” in the PALACE apm Cinema in Kwun Tong on January 12. The man was arrested by officers from Hong Kong Customs & Excise Department (HKC&ED) and was found to have used two mobile phones to illicitly camcord almost 90 minutes of the movie.

He faces criminal charges for having in his possession video equipment in a place of public entertainment and HKC&ED officers are currently investigating the matter further. This latest arrest is the third since last November as cinemas across Hong Kong maintained a high level of security during the busy holiday season.

Mr. Sam Ho, Executive Director and General Manager of the International Federation Against Copyright Theft – Greater China (IFACT-GC) presented letters of appreciation and a reward of HK\$2,000 (US\$256) to four members of staff and representatives of the PALACE apm. The presentation ceremony was attended by representatives from the movie distribution industry, including Mr. Chui Hin-wai, Vice Chairman of the Hong Kong Theatres Association (HKTA); Ms. Suzanne Tong, Director, Content Protection – Asia Pacific of the Fox Group Legal; Ms. Anita Cheung, General Manager – Hong Kong of the Twentieth Century Fox International Corporation and Ms. Tessa Lau, Executive Director of the Broadway Circuit.

“Movie piracy harms our business, the livelihoods of our staff and the health of the movie industry in general,” said the HKTA’s Chairman Ms. Vicky Wong. “We are wholly committed to working with rightsholders association IFACT-GC and Hong Kong Customs to ensure that no movies are stolen from Hong Kong cinema screens.”

“Piracy sourced from illegal camcords steals the well-deserved rewards for that work and investment, damages Hong Kong businesses and threatens investment in other great cinematic work.” said IFACT-GC’s Sam Ho. “We are committed to preventing camcording in Hong Kong and appeal to the public to promptly report any suspicious behaviour in cinemas to cinema staff.”

In 2009, a total of three people were arrested for illegally camcording movies in Hong Kong cinemas. This and the fact that forensic matching has yet to find any pirated movies camcordered in Hong Kong in 2009 – compared to nine matches in 2008 – demonstrate the effectiveness of the joint efforts by the HKTA, the HKC&ED 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 this 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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