



NEWS RELEASE

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PHILIPPINE FILM COMMUNITY LAUNCH ANTI-CAMCORDING TRAILER AT THE METRO MANILA FILM FESTIVAL

Strong Deterrent Message Delivered By Stakeholders Last August Reaps Positive Results

SINGAPORE / PHILIPPINES: The Philippines' film community today reinforced their commitment to deter illegal camcording in the country by releasing a 90-second trailer that aims to raise awareness on illegal camcording of movies in cinemas. The new trailer starring *Eat Bulaga's* Jose Manalo and Wally Bayola as well as Jobert of ABS-CBN, will be shown in cinemas nationwide and aims to encourage movie-goers to play their part in the fight against movie theft by reporting illegal camcorders.

The Motion Picture Anti-Film Piracy Council (MPAFPC) and the National Cinema Association of the Philippines (NCAP) today launched the trailer as part of the premiere of the 2011 Manila Film Festival.

This new trailer campaign is part of a continuing education campaign that began last August. Last year, the industry initiated an information campaign to educate the public that camcording in cinemas is a criminal offense under the newly passed Anti-Camcording Law, an offense strictly enforced by the industry and the Philippine National Police.

Since the Anti-camcording Law (RA 10088) was passed in July 2010, notable concerted efforts have been made by the industry to curb the incidence of illegal camcording of movies in cinemas nationwide. Efforts include a public awareness campaign and closer collaboration with the Philippine National Police (PNP) and the Department of Justice (DoJ) to apprehend and punish offenders.

Vigilant cooperation among the exhibitors, theater operators, film producers and Philippine law enforcement has resulted in a total of 49 interdictions made in cinemas nationwide. The authorities have since filed charges against five of these cases before the Department of Justice (DOJ) Prosecutor's Office in Manila, Valenzuela and Pampanga.

The Motion Picture Anti-Film Piracy Council (MPAFPC) is pleased with the progress of the anti-camcording campaign in the Philippines, saying, "The industry's concerted efforts will help ensure that intellectual property rights are finally given due respect in the country. In time, we believe this will revive the health of the country's film industry and foster the production and exhibition of even more movies, both local and international."

Over the years, a significant number of camcorderd movies used in the production of illegal optical discs or found online have been forensically matched to cinemas in the Philippines. In 2008, there were 45, 21 in 2009 and last year, 20 movies traced back to Philippine screens. This year, the joint deterrent efforts have paid off as there has been only one forensic match to date.

“We congratulate the Filipino movie community, lawmakers and enforcers. Their outstanding efforts have had a significant effect on the incidence of illegal camcording in the Philippines,” said Mike Ellis, President and Managing Director, Motion Picture Association (MPA), Asia-Pacific. “Such close collaboration has made a difference as we have seen happen in several countries in our region. It’s all about stakeholders coming together to maintain stringent preventive measures, training, outreach and raising public awareness.”

The Intellectual Property Office (IPO) of the Philippines believes that the industry’s anti-camcording campaign is a step in the right direction. “The collaborative efforts must continue if we are to prevent illegal camcorders from stealing intellectual property,” said IPO Director General Ricardo Blancaflor. We also hope this campaign will encourage the Filipino public to avoid patronizing illegal copies of movies, and to support the campaign by reporting illegal camcorders. This is the only way we can truly win the fight.”

“We are thrilled to see the launch of this trailer. It is a simple message but one that is easy to understand,” said Atty. Rolando Dueñas of National Cinema Association of the Philippines (NCAP). “The trailer will remind movie goers that the act of movie theft impacts not just the movie producers and major stars. It also affects the people behind the scenes and other individuals and businesses that support the movie industry.”

Under the Anti-Camcording Law, any person who is caught using or attempting to use an audiovisual recording device to transmit or make a copy of any part of a performance in an exhibition facility of any cinematographic film or other audiovisual work will be charged with a fine of PhP 50,000 to PhP 750, 000 (US\$1,000-US\$17,000) and will face imprisonment of a minimum of six months and one day to six years and one day.

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ABOUT THE MPA: *PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

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