



# NEWS RELEASE

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## **SINGAPORE'S SECONDARY SCHOOL STUDENTS WARNED OF RISKS OF ILLEGAL FILE SHARING**

### ***200,000 Copies of MPA-Developed File Sharing Education Booklet To Be Distributed Island-wide***

Singapore – The Intellectual Property Office of Singapore (IPOS) will distribute 200,000 copies of a Motion Picture Association-developed booklet outlining the dangers of illegal peer-to-peer file sharing to the country's secondary school and junior college students. The HIP (Honour IP) Alliance, a public awareness initiative of IPOS, will oversee the distribution, beginning today.

The booklets, titled "Illegal File-Sharing: The Risks Aren't Worth It", were developed by the Motion Picture Association (MPA) to warn young people that users of peer-to-peer (P2P) file-sharing services risk exposing their computers to harmful viruses, worms, Trojan horses and annoying pop-ups, and risk data loss and identity theft.

The booklets note that since many P2P applications require users to upload – often invisibly – content at the same time they are downloading, users may be exposing themselves to criminal liability as well.

The "Illegal File-Sharing: The Risks Aren't Worth It" booklets will be distributed to students attending all of Singapore's 164 secondary schools and 16 junior colleges, and copies will be available at all of the country's 23 National Library branches.

The U.S. Supreme Court and other judicial bodies around the world have ruled that P2P service providers can be held liable for illegal file sharing over their networks, and it has been estimated that the majority of traffic on P2P networks worldwide illegally infringes the copyrights of movie, music and software businesses.

"Copyright enforcement must be balanced by copyright education, with governments and industry working together toward mutually agreed objectives that will protect intellectual property, foster creativity, and enable economic and societal growth," said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association.

"Today's students are tomorrow's creators, developers, and owners of intellectual property, and there is a very real danger that unless young people begin thinking meaningfully about the consequences of wholesale copyright theft, the future will be much less bright for the next generation of creators," he continued.

"Technology and the internet have allowed us to learn and do many things more conveniently," said Ms Liew Woon Yin, Director-General of IPOS. "But they have also

made it easy for people to steal the intellectual property of others, for example, copyright-protected music and movies.”

“Since 2002, IPOS has actively engaged the public through the HIP Alliance to educate people in the need to respect intellectual property,” she continued. “The HIP Alliance has rolled out more than 50 initiatives jointly supported by government and industry, and this year will focus on highlighting the challenges brought about by technological advancement, such as Internet piracy and the sale of counterfeit goods online. We want to encourage members of the public to be responsible ‘Net citizens’ and avoiding copyright infringement.”

### ***Piracy in Asia***

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging\*, US\$1.4 billion to illegal copying\* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate \$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for \$1.3 billion.

In 2006, the MPA’s operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 legal actions.

*\*Bootlegging: Obtaining movies by either purchasing an illegally copied HS/DVD/VCD or acquiring hard copies of bootleg movies.*

*\*Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD*

*\*Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

**About the MPA:** *The Motion Picture Association (MPA) represents 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.*

**About HIP Alliance:** *HIP stands for Honour Intellectual Property. It is IPOS’ key educational initiative to encourage innovation and creativity in Singapore, with strong support from the private sector, public sector and industry associations. HIP aims to promote a positive attitude towards IP and encourages a Pro-IP lifestyle for everyone to ‘Be Creative, Be Original, and Be HIP’. With support from the HIP Alliance members, IPOS intends to motivate the Singapore community to join together to ‘Say No to Piracy’ and support legitimate businesses that create legitimate products and services to make Singapore an IP safe country.*

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