



NEWS RELEASE

For Immediate Release

April 24, 2014

INDIAN SCREEN COMMUNITY CELEBRATES CINEMA ON WORLD IP DAY

Launches awareness programs with industry stakeholders on the challenges of content protection in a digital economy

MUMBAI/DELHI/HYDERABAD – In recognition of innovation and creativity in content industries, the MPDA is partnering with local screen associations and industry bodies to organize events in support of World IP Day, this year designated *Movies: A Global Passion*.

On April 26, 2014, in association with strategic alliance partner, the Andhra Pradesh Film Chamber of Commerce (APFCC) and leading multiplex chains across the country, the MPDA launched an online quiz for multiplex staff entitled '*Be A Movie Cop*'. This initiative attempts to raise awareness on the threats and challenges of camcording in cinemas, while rewarding theatre staff with exciting prizes, including a '*Movie Cop*' badge in recognition of their efforts to curb content theft in their cinemas.

"We are happy to collaborate with the Motion Picture Dist. Association, India and the APFCC on this interactive and educative initiative. Cinema staff are the frontline of defense and need to be equipped with the right understanding and tools to help combat camcording in cinemas," said Ashish Saxena, Chief Operating Officer, Big Cinemas.

"*imoviecop* is a mobile app that connects, unites, enlightens and empowers all stakeholders in their fight against movie piracy. The *Be A Movie Cop* quiz is an engaging, fun and purposeful initiative to educate cinema staff across the country about camcording and prevention measures that need to be taken to protect their cinemas. We look forward to a great response from all participating cinema chains," said Rajkumar. A, Chairman, AVPC- APFCC.

"As the leading multiplex chain in the country, we at INOX take ample measures to curb piracy across all our multiplexes. We are happy to be a part of this initiative of MPDA, India and the APFCC to combat this menace and will continue our efforts to uproot and eradicate this threat out of our industry." said Daizy Lal, Chief Operating Officer, Inox Leisure Ltd.

On April 26, in celebration of the global passion for movies, the American Center, New Delhi in association with MPDA (India) will host special screenings of three Hollywood blockbuster films – *Captain America: The Winter Soldier*, Disney - UTV, *Noah* – Viacom 18 and *Rio 2* – Fox Star Studios, India which will also feature an IP quiz. Over 150 guests comprising Government of India officials, the U.S. Embassy and students from various universities will attend the event.

"India and the United States both have diverse and incredibly vibrant film industries," says Joshua W. Polacheck, Cultural Attache for north India at the U.S. Embassy in New Delhi, "and we are proud to work together with MPDA, India and our partners across India to promote intellectual

property rights. The creative workers in both countries deserve these protections and consumers must understand the very real negative implications of piracy on the cinema we all love."

MPDA, India will also participate in a conference organized by FICCI's IPR division in association with the Department of Intellectual Property Office (IPO). The conference on '*Fostering Innovations and Creativity in Indian Industry through Intellectual Property for Higher Growth Trajectory*' will focus on the role of IP in boosting creativity, the economic impact and challenges of online content protection in a digital economy.

One hundred years ago, the father of Indian Cinema, Dadasaheb Phalke released the first full length Indian feature film entitled 'Raja Harishchandra'. In 1913, the efforts of Dadasaheb, his team of technicians, artists and exhibitors unleashed an era of filmmaking and a film industry in India which went on to become the largest producer of films in the world. Indian cinema today continues to thrill and fascinate audiences not only in India, but also around the globe.

Hollywood and Indian cinema both value films as products of Intellectual Property (IP). Audiences are often unaware of the creative process that goes into creating music, lyrics and screenplays and the value of the talent and skill of technicians, composers, lyricists, editors, producers, cinematographers, sound designers, animators, and creators of special effects.

"Movies are, indeed, 'A Global Passion' as World Intellectual Property Day highlights this year. And nowhere is this more apparent than in India and the United States. Bollywood films are becoming more and more popular in the United States. In fact, many Bollywood stars are in Tampa Bay, Florida this week to celebrate the best in Indian cinema. Movies are a powerful medium for exchanging culture and ideas, and an important source of employment for the people who make them. All of us movie fans have a responsibility to fight movie piracy and protect the many people involved in filmmaking," said U.S. Consul General, Peter Haas.

Cinema is a global passion today and plays a significant role in creating jobs in addition to contributing to the economy of a nation. According to a study commissioned by the Motion Picture Dist. Association, India (MPDA) in association with the Federation of Indian Chambers of Commerce and Industry (FICCI), the Film Federation of India (FFI) and the Film and Television Producers Guild of India (FTPGI), the Indian motion picture and television industry is one of the largest and fastest growing sectors, contributing c. USD 8.1 billion (c. INR 50,000 Cr.) to the country's economy, equating to 0.5% of GDP, in 2013, and supports a significant 1.8 million (18.8 lac) jobs.

"The opportunities to increase potential and growth in this industry would be significant, if content was better protected. Content theft through camcording in cinemas and rogue/ illegitimate websites continues to undermine profits and threatens jobs in our creative industries. As we join our partners on World IP Day to increase awareness and respect for creative works in a digital age, creating a legislative framework that promotes and protects the film industry which supports millions of jobs, while recognizing the challenges of a digital economy is the need of the hour," said Uday Singh, Managing Director, MPDA, India.

A copy of the *Deloitte Economic Contribution of the Indian Motion Picture and Television Industry 2013* full report and infographic summary are available to view and download at www.mpaa-india.org.

###

ABOUT THE MPDA: The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of the American motion picture industry in India. MPDA works closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry.

###

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.

###

World Intellectual Property Day was established by the World Intellectual Property Organization (WIPO) in 2001 to raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe. WIPO members choose April 26, the date on which the Convention establishing WIPO originally entered into force in 1970, as the day for people around the globe, to highlight, discuss and demonstrate how the IP system contributes to the flourishing of music and the arts and to driving the technological innovation that helps shape our world. (Source: WIPO official website)

For more information please contact:

Lohita Sujith

Director- Corporate Communications

E: lohita_sujith@mpaa-india.org