



NEWS RELEASE

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MOTION PICTURE DIST. ASSOCIATION (INDIA) JOINS SCREEN COMMUNITY IN CELEBRATION OF WORLD IP DAY

*Supporting next generation of creative talent the focus of
week-long events across Delhi and Mumbai*

Delhi, Mumbai: The Motion Picture Dist. Association (MPDA) will join the Federation of Indian Chambers of Commerce and Industry (FICCI) - IP Rights division, reputed law firm Anand & Anand, U.S. Consulate General, Mumbai, and the American Center, New Delhi, to celebrate World IP Day (April 26) and raise awareness on how protecting IP rights helps promote creativity and innovation in the motion picture industry and supports a viable environment for the next generation of creative filmmakers.

The week-long celebrations will include student debate competitions, participation in conferences, prizes for quiz competitions and a film screening at the American Center, New Delhi, with a particular focus on providing an online environment where young creative talent can flourish.

On 24, April 2013, in Delhi, the MPDA participated in a copyright conference 'The Creative Tree Project', by Anand & Anand to share insights on online piracy and tackling IP issues in new media.

Mr. Uday Singh, Managing Director MPDA (India) said, "While India is the world's largest producer of films, it also ranks among the top ten markets in the world for online content theft. As we celebrate and encourage innovation in the creative arts on World IP Day, Government and stakeholders need to unite to build a robust regulatory environment and law enforcement tools that support an internet that works for everyone. Only then will our young creative generation be able to have their valuable work protected and achieve their full potential."

"We will try and understand the problems related to piracy and collectively look for creative solutions to counter the same. At the same time we will endeavour to educate and spread awareness about copyright and the negative effects of piracy. Partnering with organizations such as the MPDA proves fruitful as it has a similar objective and focus," said Pravin Anand,

Managing Partner, Anand & Anand.

On April 26, the MPDA will participate in a conference organized by FICCI's IPR division in association with the Department of Industrial Policy and Promotion (DIPP), the Ministry of Commerce and Industry, Government of India and the Intellectual Property Office (IPO). The conference on 'IP Creation, Protection & Exploitation: A Way Forward' will focus on the major challenge online content theft is to the motion picture industry.

"IP is key to protect creativity and innovation. In the interest of future generations, we need to initiate discussions and ideas on a common platform where all stakeholders benefit. We are thankful to Motion Picture Association for extending their support to world IP Day celebration this year," said Dr. A. Didar Singh, Secretary General, FICCI

On April 26 in Mumbai, MPDA (India) in partnership with the U.S. Consulate General will support prizes for a quiz on IP. The U.S. Consulate General will host a masterclass on IP followed by a screening of a film on Plagiarism.

"Students are the architects of the future of innovation. Our World IP Day celebrations with the support of the MPDA (India) aims to increase student understanding and respect for intellectual property, while encouraging a culture of nurturing and protecting creative ideas," said Peter Haas, Consul General, U.S. Consulate General.

On April 27, the American Center, New Delhi in association with MPDA (India) will host a movie screening of Sony Pictures Entertainment's 'Django Unchained' along with a talk on IP. Over 150 guests comprising Government of India officials, the U.S. Embassy and students from various universities will attend the event.

Minister - Counselor for Commercial Affairs Judy Reinke said, "The U.S. Embassy is pleased to recognize World IP Day, since intellectual property protection is the cornerstone of innovation and creativity."

MPDA partners with key stakeholders every year to organize events in support of World IP Day. "The negative impact of content theft needs to be communicated through a united voice supported by strong partnerships. We are encouraged by the initiatives taken by our partners for organizing programs that foster respect for IP and innovation," said Uday Singh.

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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.

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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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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
lohita_sujith@mpaa-india.org