



# NEWS RELEASE

**For Immediate Release**

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## **THE MPDA-APFCC PARTNERSHIP TARGETING MAJOR CAMCORDING SYNDICATES RESULTS IN TWO ARRESTS**

*Indore identified as one of three major hotbeds for movie camcording*

Indore: On April 29, law enforcement officials in Indore, with assistance from the Motion Picture Distributors Association, India (MPDA) and the Andhra Pradesh Film Chamber Of Commerce (APFCC), carried out a successful enforcement operation that resulted in the arrest of two members of a major criminal camcording syndicate based in Indore, Madhya Pradesh.

Indore/Bhopal has been identified as one of India's three major camcording hotbeds along with Greater New Delhi (especially Ghaziabad) and Ahmedabad. A total of 15 forensic matches<sup>1</sup> have been traced to Indore and Bhopal theaters since April 2012.

The action followed an extensive investigation by MPDA in association with the APFCC leading to the successful raid. At the time of the raid, a camcorded version of 'Iron Man 3' was in the process of being uploaded for distribution to international buyers. The upload was interrupted and two operatives: a man aged 28 and another man aged 25, were apprehended. Also seized during the raid were three high definition cameras (Samsung, Kodak and Sony), a DVD replicating tower, 200 blank DVDs, two high-end mobile phones and a computer.

Because infringing copies of a Telugu film were found on the premises, the APFCC were able to file a First Information Report (FIR) on April 29 with the Indore Police, which led to the formal arrest of the two suspects. Both suspects confessed to being part of a camcording syndicate and camcording MPAA member company titles such as 'Iron Man 3', 'Skyfall', 'G.I. Joe: Retaliation', 'The Amazing Spiderman', 'The Dark Knight Rises', and 'Bol Bachchan',

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<sup>1</sup> Forensic matches, a process by which MPA analyzes pirated copies in order to figure out where they came from. These figures include MPAA member company titles (both Hollywood and local) as well as other select Hollywood titles for which data was made available.

among others. The police are continuing their investigations..

Rajkumar, Chairman - APFCC's Anti-Video Piracy Cell, said, "We are very happy that our joint efforts with MPDA have yielded positive results. This particular closing down of a criminal camcording syndicate in Indore will definitely be a major deterrent for pirates and a shot in the arm for our anti-piracy efforts. This operation reinforces our belief that a network of notorious criminal syndicates with global operations drives content theft. We will continue to implement the Anti - Video Piracy Cell's strategy to gather decisive intelligence on the operations of syndicates to enable future successful operations."

"Camcording in cinemas is a major threat and undermines the profitability of our business. We are encouraged by this successful enforcement operation initiated by MPDA and will continue to offer our support to deter future camcording activities in our theatre premises.", said Deven Chachra, Managing Director, Satyam Cineplex Group.

Uday Singh, Managing Director, Motion Picture Dist. Association, India said, "While camcording in India continues to be a challenge and a serious issue, we are hopeful that such joint enforcement actions will help mitigate the extent of the problem, particularly in regards to online distribution of the infringing content outside of India. We are certain that continued co-operation from the Indore police and further investigations, will help gather additional evidence on the operations of release groups and the larger network of local syndicates operating in Indore. We will continue to build on our partnership with APFCC to launch successful enforcement operations against criminal syndicates that pose threats to the distribution of legitimate content in India."

These arrests and raids in Indore represent the first major operation of the joint MPDA-APFCC investigative team outside the state of Andhra Pradesh. In 2012, a joint operation with APFCC led to the arrest of four members of two major criminal camcording syndicates located in south India, who were involved in wide spread theft of local and Hollywood titles.

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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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**ABOUT THE ANDHRA PRADESH FILM CHAMBER OF COMMERCE (APFCC)**

The Andhra Pradesh Film Chamber of Commerce (APFCC), which represents the Telugu Film Industry created an Anti-Video Piracy Cell (AVPC) in the year 2005. The AVPC today has become one of the premier online content protection units in the country. On March 23, 2013, the MPDA signed an MOU with APFCC to pool resources and jointly tackle issues such as camcording, online content theft, cable theft, and to promote public awareness and education campaigns on the importance of content protection.

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