



## NEWS RELEASE

**For Immediate Release**

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### INDIAN SCREEN COMMUNITIES UNITE IN CELEBRATION OF WORLD INTELLECTUAL PROPERTY DAY

*Week long events focus on integrating IP as a growth driver for  
creative industries in a digital economy*

**MUMBAI/DELHI** – A range of stakeholders passionate about the well-being of the screen industry in India united to stage a number of events in celebration of World Intellectual Property (IP) Day. These initiatives underlined the joint industry commitment to promote respect for intellectual property and create awareness on the need to promote and protect creative industries.

The events involved the participation of representatives from the Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA, India) associated with various events organized and supported by key stakeholders, the U.S. Consulate General, Mumbai, the Confederation of Indian Industry (CII), the Federation of Indian Chambers of Commerce and Industry (FICCI)- IP division, the Film and Television Producers Guild of India (FTPGI) and the American Center, New Delhi.

#### **Special Screening of Margarita With A Straw hosted by the U.S. Consulate General, Mumbai**

The celebrations kicked off with an exclusive screening of Viacom Motion Picture Services' latest film *Margarita with a Straw* for hundred special invitees from the local screen community, hosted by the U.S. Consulate General, Mumbai in association with MPDA, India and the FTPGI.

Ajit Andhare, Chief Operating Officer, Viacom 18 Motion Pictures said, "Films and music have the ability to transcend borders and connect with people across the globe. We are happy to partner with the U.S. Consulate General, Mumbai and the MPDA to showcase an original piece of groundbreaking artistic work through *Margarita With a Straw*. Our mission is to encourage the creative community to come forward through such collaborations that help us push the envelope on shaping and redefining mainstream through the vehicle of popular cinema. In our journey with *Margarita* we feel we are truly living out that mission."

U.S. Consul General Tom Vajda said, "Hollywood in the United States and Bollywood here in India value creativity, vision, and the power of film and music to inspire audiences. In honor of World Intellectual Property Day, we are screening the movie 'Margarita With a Straw,' which features a lyricist who travels from India to the United States to pursue her dreams. This unique story reminds us that it is important to support the work of all storytellers, filmmakers, musicians, and technicians who contribute so much to the rich diversity of our cultures. Strong intellectual property rights protect the livelihoods of many hardworking individuals across the entertainment industry, and also ensure continued innovation and artistry."

Uday Singh, Managing Director, MPDA said, "India is at the forefront of creativity, technological innovation and economic growth. Copyright protection needs to be addressed with equal importance, while building a robust legal and enforcement framework to ensure that India's creative industries can enforce their IP rights and achieve their full potential in a rapidly changing marketplace. We encourage collaborative programs between industry stakeholders and the Government that help create respect for IP, while informing online content consumers about various legitimate content delivery platforms currently available in India."

Kulmeet Makkar, CEO, FTPGI said, "Movies continue to remain the *top* content choice for consumers. We will continue to educate online audiences about legal options available supported by a copyright system which will help sustain creative industries and encourage growth of legitimate business models in India. Our initiative *Findanymovie.in* launched in association with the MPDA continues to serve as resource for online audiences to access movies and television shows."

Shonali Bose, Director, Margarita with a Straw said, "Margarita With A Straw represents the collaborative efforts of many artists, technicians and representatives of the Indian screen community. As filmmakers, we create content for the passion of cinema and recognize the importance of supporting the livelihoods of those involved in the process of filmmaking. Piracy undermines the creative professional's ability to churn out quality content and overall growth of this industry."

#### **Release Day Special Screening of Avengers: Age of Ultron at the American Center, New Delhi**

Continuing the celebrations, the MPDA in association with the American Center, New Delhi, and Disney India hosted a special screening of the much-awaited Hollywood blockbuster *Avengers – Age of Ultron* on April 24<sup>th</sup>; the day of the movie release. Over 160 guests from the local screen community including students attended the event. Emily White, Program Director, American Center, New Delhi said, "The United States and India share a passion for cinema, and both have a strong filmmaking tradition. Through our movies, we showcase our imagination and innovative spirit. In honor of World Intellectual Property Day, we are pleased to partner with the Motion Picture Association of India to generate awareness around the importance of protecting our vibrant film industries."

#### **Need for IP Enforcement, CII National IPR Conference - Maximising Intellectual Property Value for the Nation**

On April 24<sup>th</sup>, the MPDA highlighted the need to prioritize IP enforcement and the institution of a standard operating procedure for law enforcement officials across the country at the CII conference during a panel discussion on *Issues of IP Enforcement: A Way Forward Action Plan*. Anjan Das, Executive Director, CII said, "Piracy and counterfeiting not only result in commercial loss to intellectual property owners but have also been known to impact jobs, tax collection besides posing a risk to health and safety of consumers. Thus, there is a need for greater coordination between rights holders and government machinery to fight these practices. We have endeavored to get the best experts from government and industry to deliberate and identify means to fight piracy and counterfeiting through concerted action."

#### **FICCI World IP Day Conference:**

On April 29, 2015, MPDA, India will also participate in a conference organized by FICCI's IPR division highlighting 'IP as a Frontline Tool for Make in India' to highlight the need for adequate

technological protections measures to support the growth of legitimate online content industries during a panel entitled *Creative India in the Digital Age and Combating Digital Piracy*.

The activities planned for World IP Day 2015 support MPDA's multi-pronged approach to increase public education on the value of the local screen community, provide an insight into the industry and benefits that come from accessing only legal content. Read our latest report *Economic Contribution of the Indian Motion Picture and Television Industry 2014* by Deloitte at <http://goo.gl/h7275R>

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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)

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