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BASKETBALL SUPERSTAR CALLS FOR TEAM EFFORT TO PROTECT COPYRIGHT IN CHINA

MPA Poster Campaign Featuring Yao Ming To Be Distributed Across The Country

Hong Kong / Beijing March 18, 2009 – Joined by the National Basketball Association (NBA), Yao Ming Foundation, China Film Copyright Protection Association (CFCPA) and Beijing Student Film Festival (BSFF), the Motion Picture Association (MPA), today tipped off a campaign to promote awareness and respect for intellectual property rights (IPR), a poster featuring Yao Ming and carrying a personal message from the basketball superstar: “I Need Your Support, Copyright Protection Needs Our Support.”

Starting from today, the posters featuring Yao Ming will be posted in thousands of movie theatres and hundreds of campuses, spreading Yao Ming’s message to millions of consumers throughout China.

“Piracy has a severe impact on China’s domestic film industry,” said Mike Ellis, MPA’s President and Managing Director, Asia Pacific. “Yao Ming is an excellent ambassador for raising public awareness about IPR protection, benefiting China’s film, sport and other creative and entertainment industries.”

The campaign featuring Yao Ming follows a successful campaign featuring Hong Kong born movie star Jackie Chan and his personal message “Protect Movies, Say No to Piracy!” Jackie and his message were featured on a wide range of promotional material including buses, fridge magnets and a 100 square-meter poster displayed in Beijing’s Silk Market, one of the busiest shopping streets in Beijing.

Jackie Chan’s work in support of IPR protection was recognized during the opening ceremony of the 2008 WIPO-NCAC (World Intellectual Property Organization-National Copyright Administration of China) International Copyright Forum, when he received the gold medal award for innovative individuals from WIPO.

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Piracy in Asia

A study aimed at providing a more accurate picture of the impact that piracy – including Internet piracy - has on the film industry estimated that MPA member companies lost US\$6.1 billion to worldwide piracy in 2005. Of that lost revenue, approximately US\$1.2 billion came from piracy across the Asia Pacific region, while piracy in the U.S. accounted for US\$1.3 billion.

In 2008, the MPA's Asia Pacific operations investigated and helped law enforcement officials to conduct more than 7,500 raids, seizing more than 19 million illegal optical discs, 17 factory optical disc production lines and 6,000 optical disc burners. Additionally, these efforts initiated more than 4,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/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) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies' intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike.*

The organization's worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; Walt Disney Studios Motion Pictures; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc. For more information about the MPA, please visit www.mpa-i.org.

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For more information, contact:

Mike Ellis
MPA Asia-Pacific
65-6253-1033

William Feng
MPA China

8610-5869-3146