



# **ADDRESSING CONTENT THEFT THROUGH CROSS-BORDER COOPERATION**

**Asian Copyright Conference 2011**

**Mike Ellis  
President & Managing Director  
Motion Picture Association, Asia Pacific**



# ASIAN COPYRIGHT CONFERENCE 2011



**OVERVIEW**



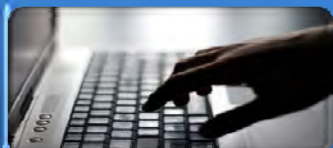
**INTRODUCING MPA**



**CROSS BORDER COOPERATION**

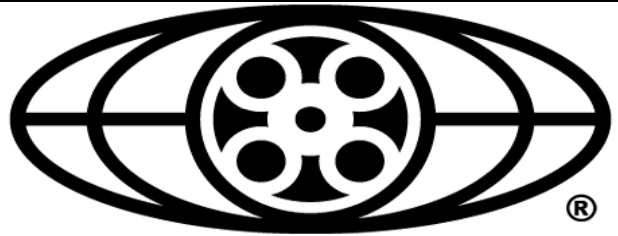


**ONLINE HARD GOODS**



**DIGITAL CONTENT THEFT**

# INTRODUCING MPA



MOTION PICTURE ASSOCIATION OF AMERICA

## MPAA

- Founded in 1922
- Trade Association in the United States



**MPA**  
MOTION PICTURE ASSOCIATION

## MPA

- Established in 1945
- Set up to promote member company interest internationally

# INTRODUCING MOTION PICTURE ASSOCIATION

**Los Angeles &  
Washington**

**Mexico City**

**Toronto**



**Brussels**

**Sao Paolo**

**Singapore**

# INTRODUCING MOTION PICTURE ASSOCIATION

**Singapore**

**Australia  
China  
Hong Kong  
India  
Indonesia  
Japan**



**Korea  
Malaysia  
New Zealand  
Philippines  
Taiwan  
Thailand**

# INTRODUCING MPA



Walt Disney Studios  
Motion Pictures



Paramount Pictures  
Corporation



Universal City Studios LLLP



Warner Bros.  
Entertainment Inc.



Sony Pictures  
Entertainment Inc



Twentieth Century Fox  
Film Corporation



# INTRODUCING MPA

- **Average cost to make and market a MPA Feature Films in 2007 was US\$106 million**
- **6 out of 10 movies never recoup their original investment**



# INTRODUCING MPA



## ADVOCACY

- Market Access
- Favorable Tax Policies
- Copyright & Free Expression



## CONTENT PROTECTION

- Combat Online Theft
- Deter Illegal Camcording
- Reduce Manufacture and Sale of Pirated Hard Goods



# CROSS BORDER COOPERATION

## MPA

- Advocacy
- Content Protection



## KEY STAKEHOLDERS

- Government Agencies
- Film & TV Community
- Intermediaries
- Vendors
- Other Rights Holders

# CROSS BORDER CHALLENGES



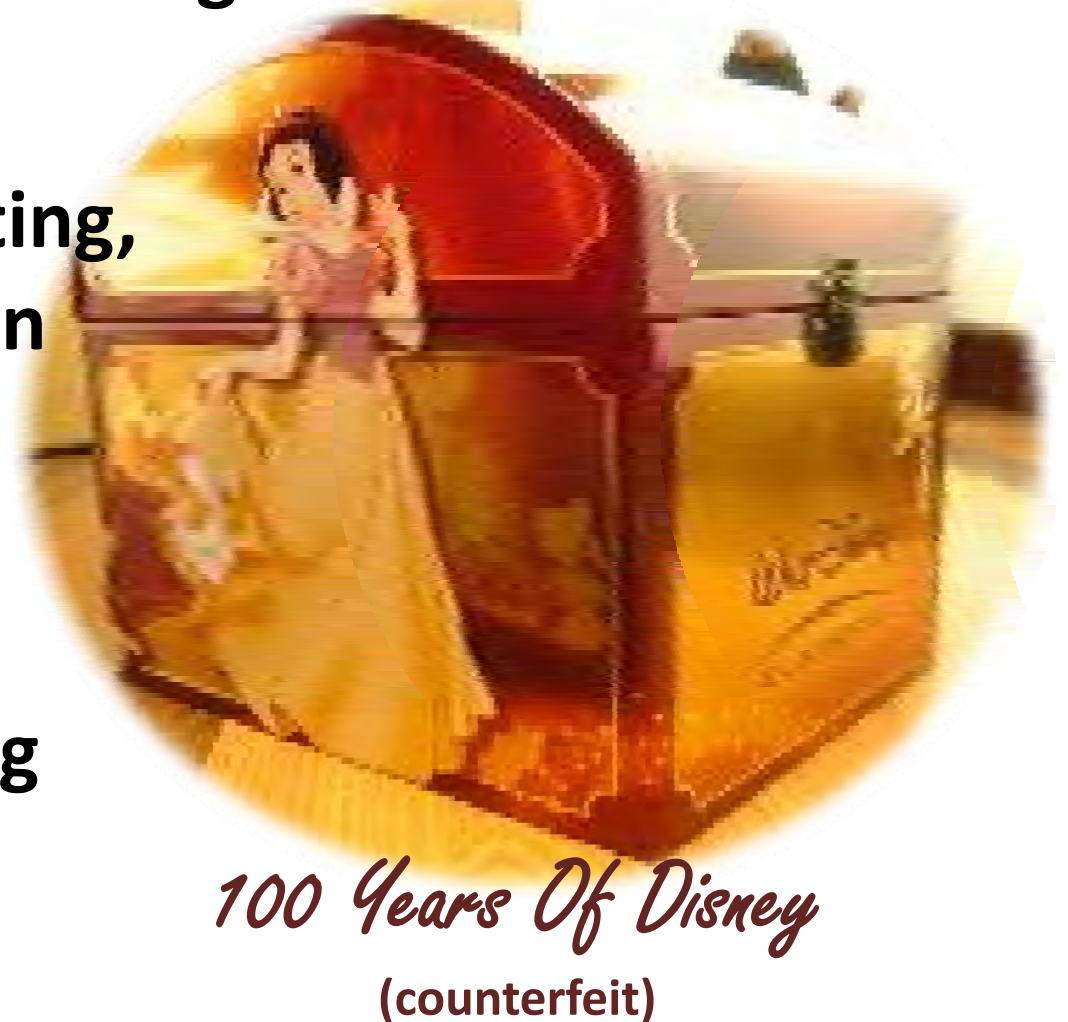
**ONLINE HARD GOODS THEFT**

**DIGITAL CONTENT THEFT**

# ONLINE HARD GOODS THEFT

## Marketing & Selling Counterfeits

- Early online marketing, sale and distribution
- High quality
- Attractive packaging



# ONLINE HARD GOODS THEFT

## Counterfeit Distribution Channel





# ONLINE HARD GOODS THEFT

# The Global Criminal Network

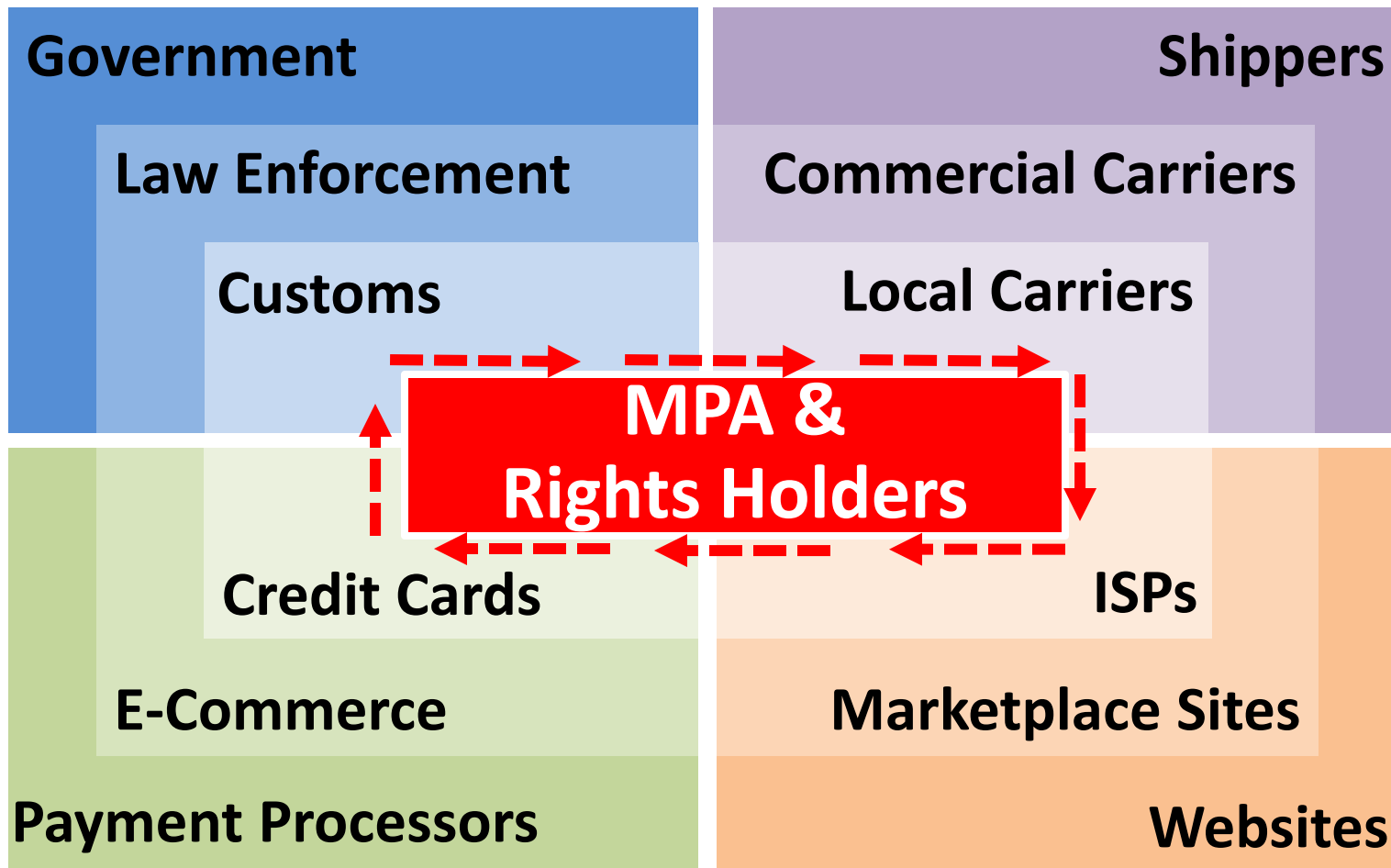
The diagram illustrates the Global Criminal Network across the world map. Key regions and activities are highlighted:

- North America:** A purple circle highlights a hand typing on a keyboard, representing cybercrime.
- Europe:** A large orange circle highlights a computer screen displaying "connecting to 276.10.1.1", representing internet-based criminal activities.
- East Asia:** A red circle highlights a person working on a circuit board, representing high-tech manufacturing or electronics crime.
- Southeast Asia:** A red circle highlights a person wearing gloves handling a box, representing smuggling or trafficking.
- South America:** A red circle highlights a collection of DVD cases, including "The Last Warrior" and "X-Men: The Wolverine", representing piracy and counterfeit goods.

Dashed lines connect these regions, showing the flow of criminal activities across the globe. A red dashed line connects South America to Southeast Asia, passing through an airplane icon, suggesting international travel or shipping. A red dashed line also connects Southeast Asia to North America. A purple dashed line connects North America to Europe. An orange dashed line connects Europe to East Asia.

# ONLINE HARD GOODS THEFT

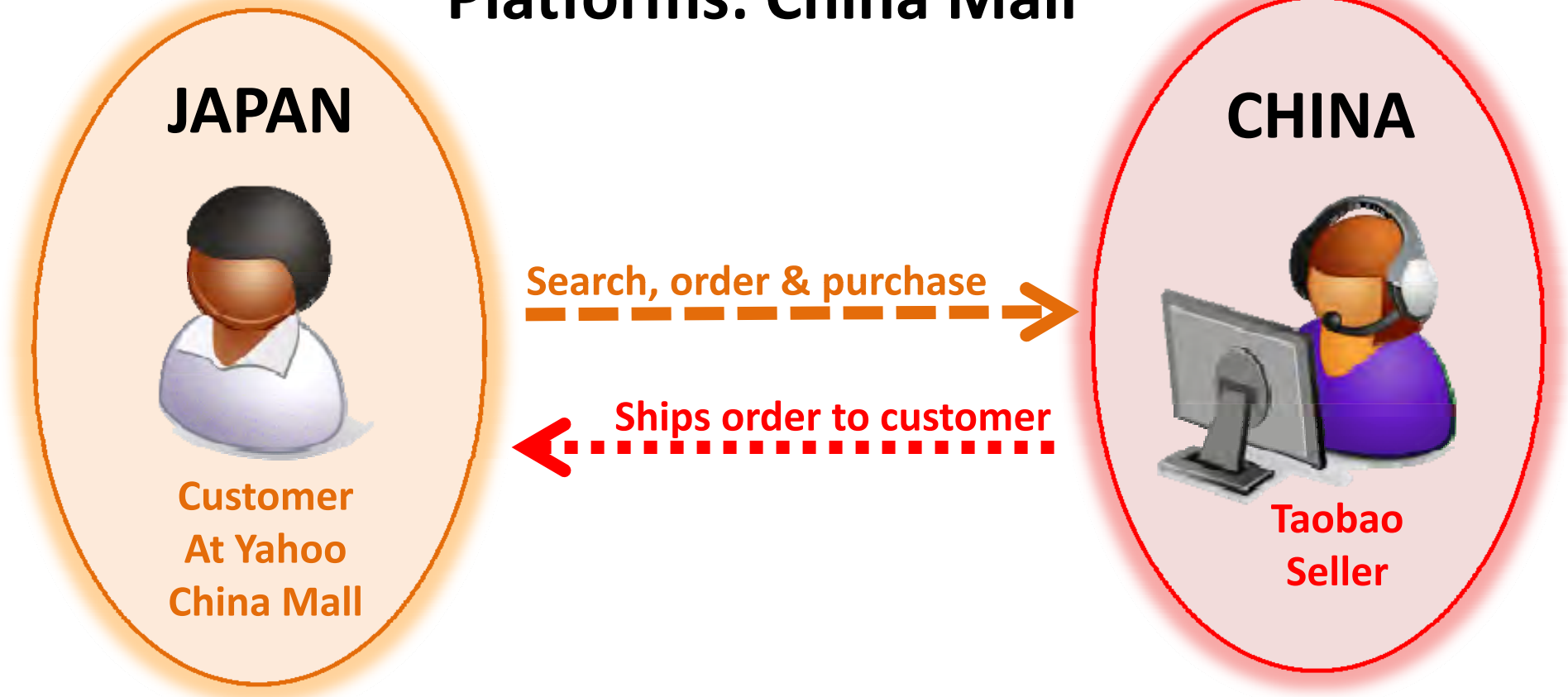
## Stakeholders





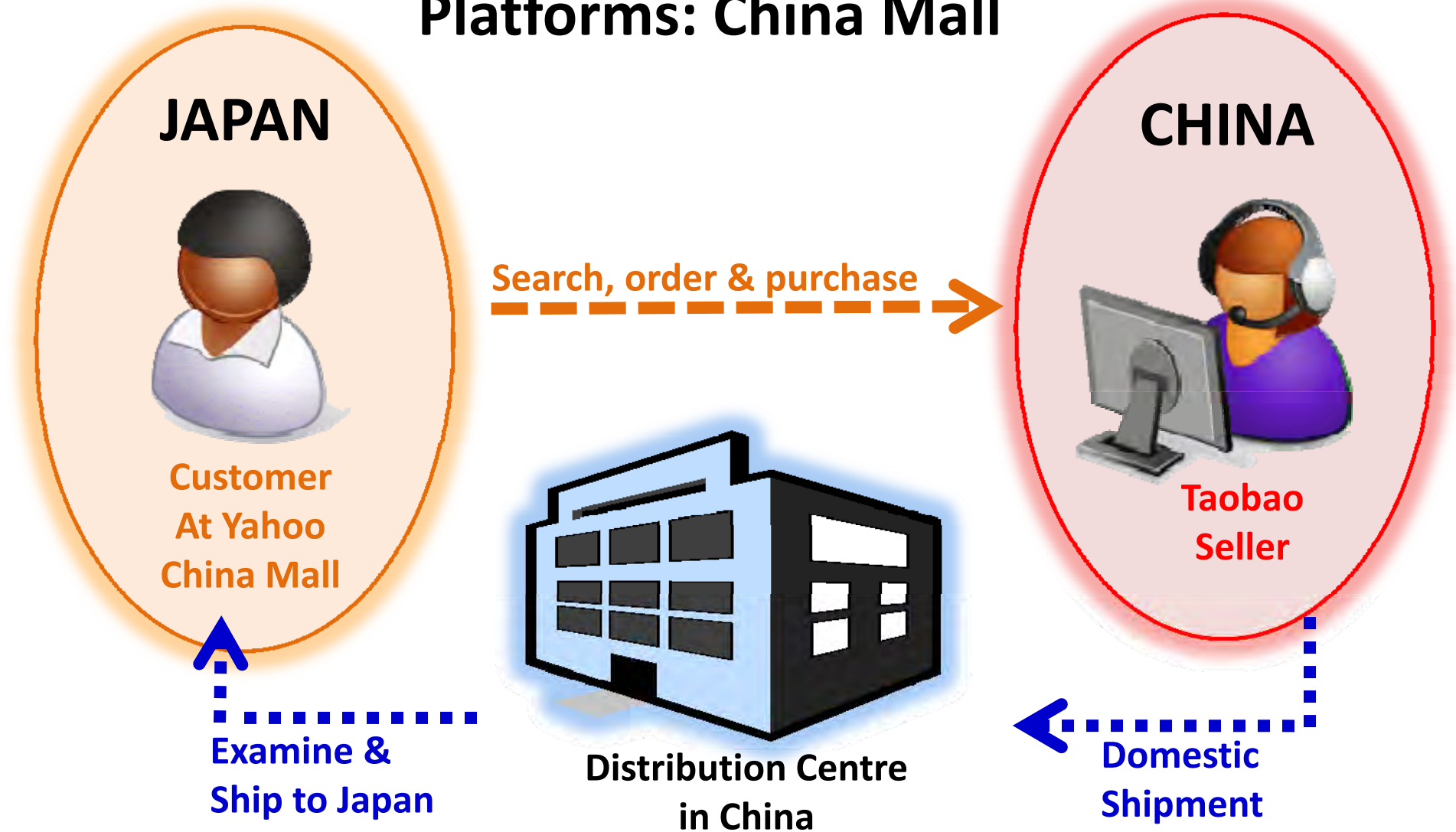
# ONLINE HARD GOODS THEFT

## Platforms: China Mall

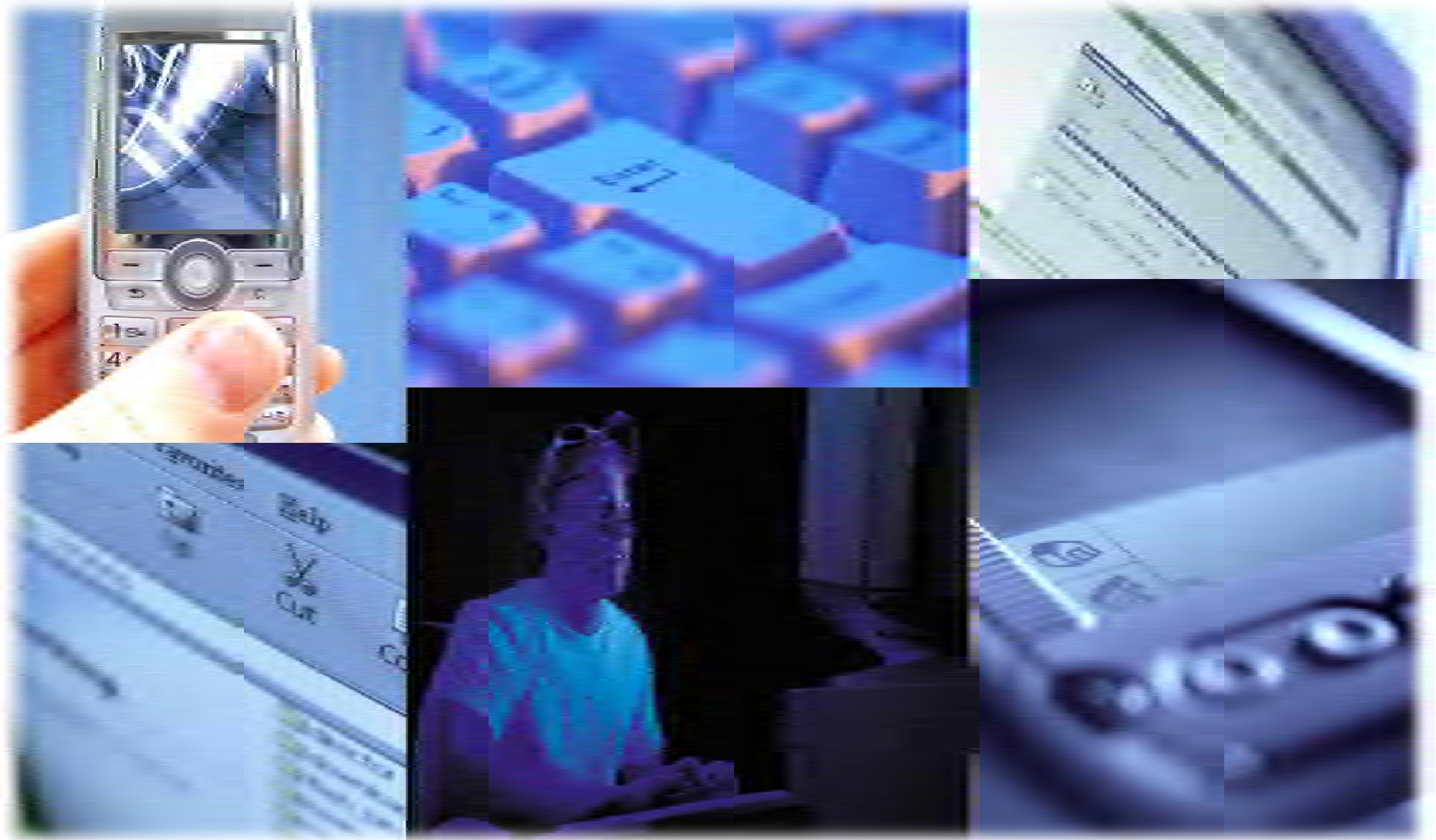


# ONLINE HARD GOODS THEFT

## Platforms: China Mall

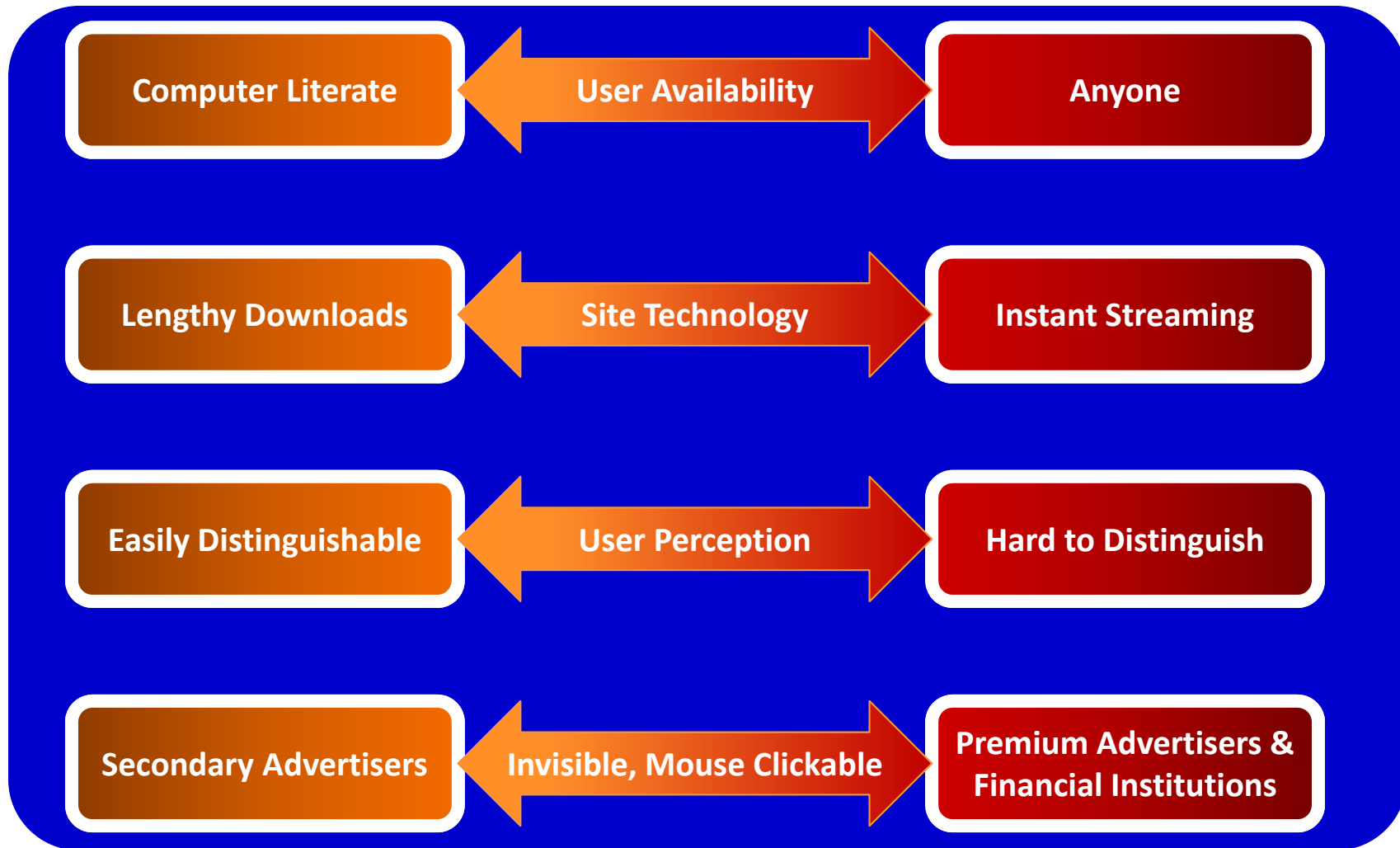


# DIGITAL CONTENT THEFT



# DIGITAL CONTENT THEFT

## Threat Progression



# DIGITAL CONTENT THEFT

## Search Engine



[Change background image](#)

# DIGITAL CONTENT THEFT

## Uploading File

The screenshot shows the FileFactory website in a web browser. The browser's address bar displays "filefactory.com". The website has a red header with the FileFactory logo and navigation links: "Upload", "Premium", "Make Money", "Tools", "Help", "Sign in", and "Join". A "UP GAMES" logo is also visible. The main content area features a large box with the text "FileFactory. File sharing made easy." and a section titled "What is FileFactory?" which describes the service as an award-winning online file sharing service. To the right of the text is a promotional graphic for "500GB FREE DISK SPACE" with a "JOIN FREE!" button. Below the text is a "Join for free" button. Further down, there are tabs for "My Computer", "Remote", "Torrent", and "FTP". The "My Computer" tab is selected, showing a file selection interface with a "Browse..." button. Below the file selection area, there is a note: "Upload up to 50 files of any type, up to 2000MB each. Not working? Switch to basic uploader." and an "Upload" button. At the bottom of the page, there is a footer with the text "Share and store your files online" and "Share your files around the world".

Free file hosting. File shar... x

filefactory.com

**FileFactory** Upload Premium Make Money Tools Help Sign in Join

**UP GAMES**

**FileFactory. File sharing made easy.**

**What is FileFactory?**

FileFactory is an award-winning online file sharing service.

Share all your files at FileFactory and never have to worry about disk space or bandwidth again. Share files with your friends, family, customers, or thousands of people worldwide.

If you're looking for an easy, secure and stable file sharing service you will not find better. For years FileFactory has been delivering excellent file sharing services, and we're now ranked in the top 500 websites of the world. Over 3 million members cannot be wrong!

Our free file sharing service is great, but if you would like even more features like super-fast downloads, more storage space and absolutely no ads, you can upgrade to a FileFactory Premium account.

Why not sign up for a free account and start file sharing today!

**Join for free**

My Computer Remote Torrent FTP

Browse...

Upload up to 50 files of any type, up to 2000MB each. Not working? Switch to basic uploader

Upload

Share and store your files online

Share your files around the world



# DIGITAL CONTENT THEFT

## Rewards & Incentives

Make money online file sharing today 

**20% of Sales!**  
Earn 20% of all sales as a result of your downloads or your promotional efforts. Too easy!

**All Countries Paid!**  
We pay for all your traffic regardless of the country it comes from. No matter who downloads your files, you earn money.

**20% Referrals!**  
Recruit new uploaders and earn 20% of everything they earn. Get paid for finding new uploaders!

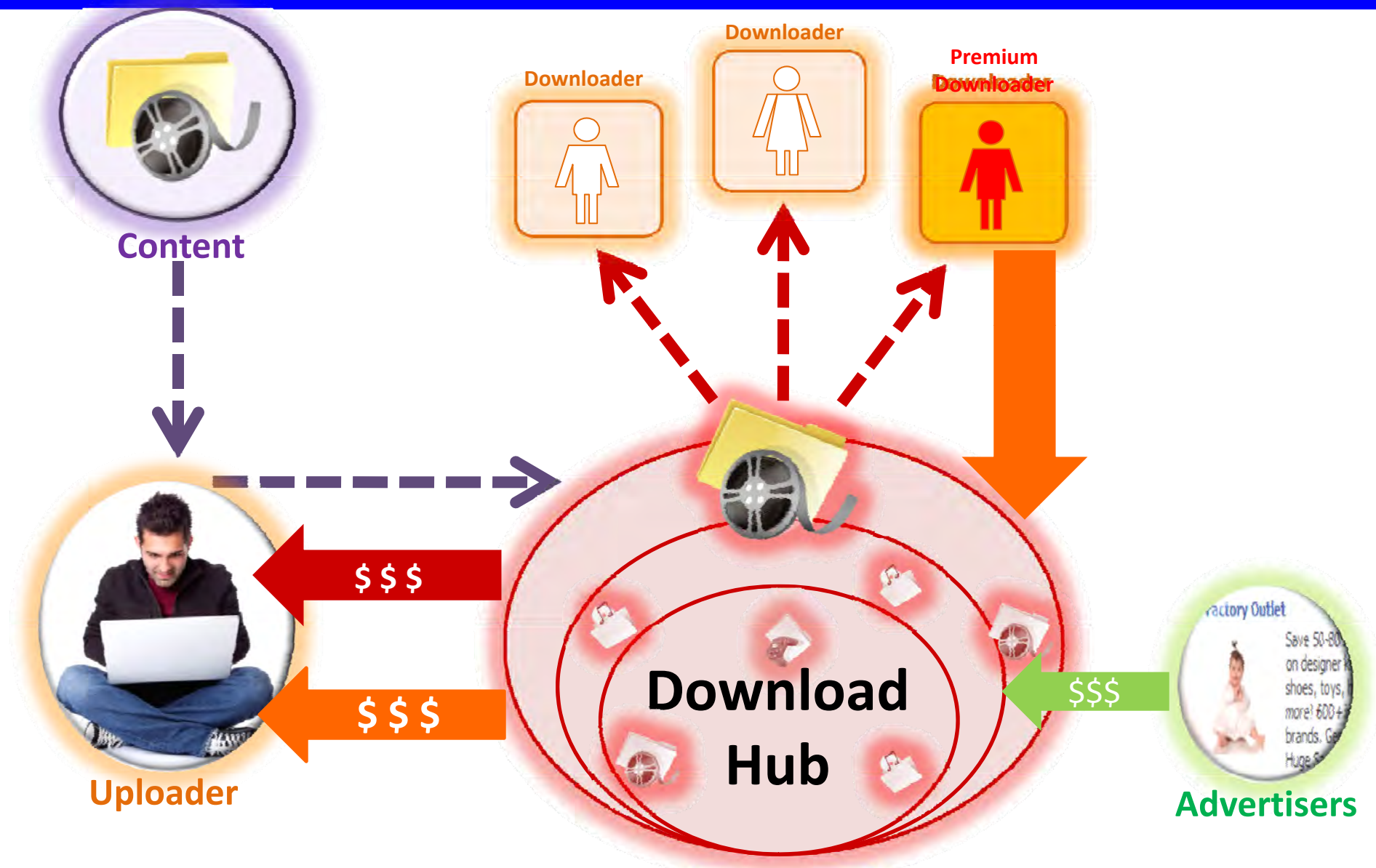
**Weekly Payouts!**  
Get paid every Friday if your balance exceeds \$20. No more waiting to get paid!

**FileFactory Rewards rates for each 1,000 completed downloads**

	A	B	C	D
5 - 75MB	\$6	\$4	\$2	\$1
75 - 125MB	\$10	\$6	\$4	\$2
125 - 300MB	\$13	\$9	\$5	\$3
Over 300MB	\$15	\$12	\$7	\$4

**Country Groups:**  
A) United States  
B) Canada, France, Germany, Spain, United Kingdom  
C) Australia, Austria, Bahrain, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, Gibraltar, Greece, Hungary, Iran, Ireland, Italy, Japan, Kuwait, Latvia, Liechtenstein, Lithuania, Luxembourg, Malaysia, Malta, Netherlands, New Zealand, Norway, Oman, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, Sweden, Switzerland, Turkey, United Arab Emirates  
D) All Others

# DIGITAL CONTENT THEFT



# DIGITAL CONTENT THEFT

## Secondary Advertisers

The screenshot shows a web browser window with the address bar displaying "www.moviesfoundonline.com". The page features a prominent pink banner at the top with the text "WINNER" repeated several times and "Your IP address has been selected in Toongabbie!!". Below the banner, the website's header includes the logo "MoviesFoundOnline.com" and the tagline "FREE MOVIES & DOCUMENTARIES". A navigation menu lists categories: home, Movies, Documentaries, Cartoons, TV-Shows, Entertainment, and Music. A sidebar on the right contains links such as "Free Films", "Film Program", "Watch Free Movies", "Online Free Movies", "Watch Movies Online", "Movie Download Site", "Films Online", and "Free Movies Online". The main content area is divided into two sections: "Top Rated Movies" and "Top Rated Documentaries", each with a list of titles and star ratings. The "Top Rated Movies" section lists "White Fang to the Rescue (1974)", "Lilja 4-ever (2002)", "Validation (2007)", and "It's a Wonderful Life (1946)". The "Top Rated Documentaries" section lists "Future of Food, The (2004)", "Union: The Business Behind Getting High, The (2007)", "Hitman Hart: Wrestling with Shadows (1998)", and "Manufacturing Consent: Noam Chomsky and the Media".

Free Movies & Documenten... x

www.moviesfoundonline.com

WINNER WINNER WINNER WINNER

Claim number: 33AF3T

WINNER WINNER WINNER

Your IP address has been selected in Toongabbie!!

Click Here to See Your Prize!

\*See Offer Details advertisement

WINNER WINNER WINNER

MoviesFoundOnline.com

FREE MOVIES & DOCUMENTARIES

SHARE

Like 671

Google Custom Search Search

home Movies Documentaries Cartoons TV-Shows Entertainment Music

Public domain Random videos Grab Bag DVDs & Posters FAQ Links Contact

MoviesFoundOnline.com!

Free Movies & Documentaries

We find movies, documentaries and other videos online and list them on this site. Watch streaming movies online instantly for free.

None of the online streaming media is hosted on this site. All videos are embedded from Google Video, YouTube or the like. (read the disclaimer)

Stream Direct Movies

Movie Downloads Signup

Movie Downloads Now

- Direct TV Satellite TV
- Buy Horror Movies

Top Rated Movies (VIEW TOP 50)

White Fang to the Rescue (1974): ★★★★★

Lilja 4-ever (2002): ★★★★★

Validation (2007): ★★★★★

It's a Wonderful Life (1946): ★★★★★

Top Rated Documentaries (VIEW TOP 50)

Future of Food, The (2004): ★★★★★

Union: The Business Behind Getting High, The (2007): ★★★★★

Hitman Hart: Wrestling with Shadows (1998): ★★★★★

Manufacturing Consent: Noam Chomsky and the Media : ★★★★★

Free Films

Film Program

Watch Free Movies

Online Free Movies

Watch Movies Online

Movie Download Site

Films Online

Free Movies Online

MPA


# DIGITAL CONTENT THEFT

## Premium Advertisers

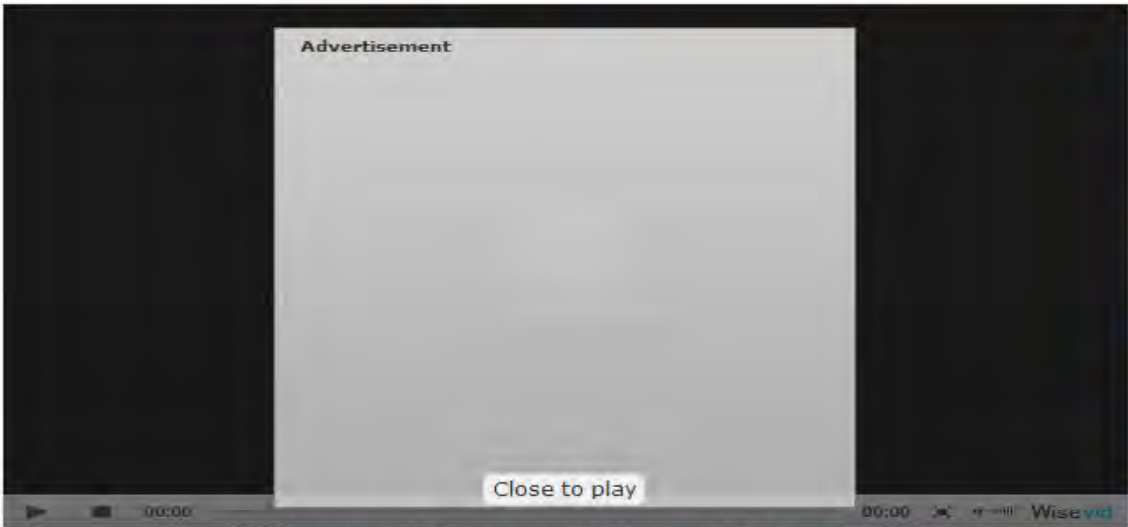
/=3A\_95b\_zwAt0

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Info Share



Related Videos





# DIGITAL CONTENT THEFT

## Threat Progression: Trends

**23.8% of global internet traffic involves infringing content**

*- "Technical Report: An Estimate of Infringing Use of the Internet", Envisional, January 2011*

**73% of all links on cyberlockers connect to infringing content**

*- "Technical Report: An Estimate of Infringing Use of the Internet", Envisional, January 2011*

**Rapid growth of uploader compensation models**

*- DtecNet-MPAA Video Link Site Report, January 2011*

**Legitimate online video viewing remained flat in 2010 (US)**

*- comScore Video Metrix Public Press Release, January 2011*

# CONTENT PROTECTION

## Content Theft: No Borders





# CONTENT PROTECTION

## Key Challenges

- Multiple Jurisdictions
- Multiple Players
- Multiple Locations



# CROSS BORDER COOPERATION

## CODA & MPA

Australia

Korea

China

New Zealand

Hong Kong

Taiwan

India

Thailand