

MPAA, multiplexes launch campaign to curb camcord piracy

The Motion Picture Association of America (MPAA) collaborated with the Indian film industry and leading Indian multiplexes and Monday launched an initiative to stop camcord piracy in the country.

Called the 'Make a Difference' campaign, it was launched here at the Big Cinemas Odeon in the presence of MPAA CEO and Chairman Dan Glickman, PVR Cinemas CEO Amitabh Vardhan, and Adlabs COO Tushar Dhingra.

'As we continue to release more Hollywood titles in India, the number of camcords coming out of the country is likely to rise. However, we are sure that the 'Make A Difference' training package for cinema staff will go a long way in helping them prevent camcording, identify camcorders as well as assist enforcement authorities when they are caught making these recordings,' said Glickman, who is currently in India, in a statement.

Other multiplexes like Fame Adlabs and Fun Republic will also be a part of the nationwide training.

Industry statistics claim more than 90 percent of newly released movies around the world that end up appearing illegally on the streets and on Internet sites originate from illegal copies made in cinema halls.

MPAA has a wholly owned local office Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) that works closely with local industry, government, law enforcement authorities and educational institutions to protect the film and television industry.

According to the US India Business Council - Ernst and amp; Young 2008 report on 'The Effects of Counterfeiting and Piracy on India's Entertainment Industry,' the Indian film industry lost \$ 959 million and 571,896 jobs due to piracy.

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