

The 4Cs

of Promoting & Protecting the Screen Community

Michael Schlesinger
Motion Picture Association

Regional Workshop on the Opportunities and Challenges in the
Implementation of the Beijing and Marrakesh Treaties
Singapore, April 27, 2016



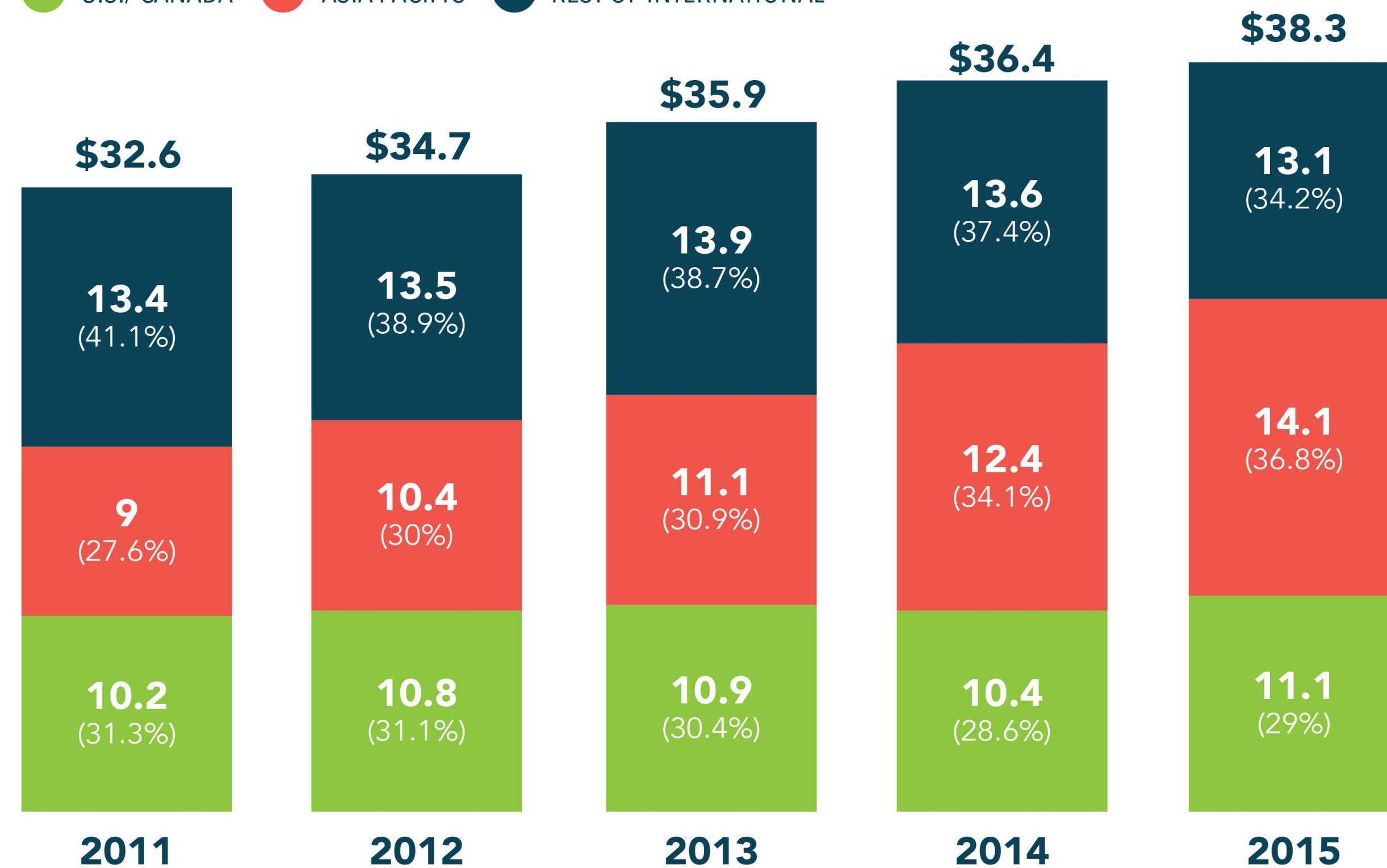
ASIA PACIFIC POWERS GLOBAL BOX OFFICE

REGION CONTRIBUTED 14.1 BILLION USD IN 2015, AN INCREASE OF 13% FROM 2014

GLOBAL BOX OFFICE

ALL FILMS (U.S. BILLIONS)

● U.S./ CANADA ● ASIA PACIFIC ● REST OF INTERNATIONAL



8 OUT OF 20 TOP INTERNATIONAL BOX OFFICE MARKETS ARE IN ASIA PACIFIC

(ALL FILMS U.S. BILLIONS)

- | | |
|---------------------|----------------------|
| 1 CHINA \$6.8 | 11 ITALY \$0.7 |
| 2 UK \$1.9 | 12 BRAZIL \$0.7 |
| 3 JAPAN \$1.8 | 13 SPAIN \$0.6 |
| 4 INDIA \$1.6 | 14 ARGENTINA \$0.3 |
| 5 SOUTH KOREA \$1.5 | 15 NETHERLANDS \$0.3 |
| 6 FRANCE \$1.4 | 16 INDONESIA \$0.3 |
| 7 GERMANY \$1.3 | 17 TAIWAN \$0.3 |
| 8 AUSTRALIA \$0.9 | 18 HONG KONG \$0.3 |
| 9 MEXICO \$0.9 | 19 TURKEY \$0.2 |
| 10 RUSSIA \$0.8 | 20 SWITZERLAND \$0.2 |

Scan this code to read the full report, "Theatrical Market Statistics 2015".



1 Consumer Experience

2 Creative Contribution

3 Content Protection

4 Cross Industry Collaboration

Proliferation of Legitimate Online Services in Singapore



iTunes



Google play

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Economic Contribution

In 2012, the media sector consisted of 7,000 establishments that generated **S\$31.4 billion** in operating receipts.

This translated to a contribution of **S\$8.4 billion** in nominal value-added to the Singapore economy, an increase of 5.7 per cent from 2011.

Top 10 Films in Singapore (2014)

| Top 10 Local Films 2014 | | | Top 10 Foreign Films 2014 | | |
|-------------------------|---------------------------------|---------------|---------------------------|--|------------|
| 1 | The Lion Men | S\$ 2,122,058 | 1 | Transformers: Age of Extinction | S\$ 9.95 M |
| 2 | The Lion Men: Ultimate Showdown | S\$ 1,070,250 | 2 | X-Men: Days of Future Past | S\$ 8.71 M |
| 3 | Filial Party | S\$ 731,118 | 3 | The Amazing Spider-Man 2 | S\$ 8.48 M |
| 4 | A Fantastic Ghost Wedding | S\$ 291,711 | 4 | Marvel's Captain America: The Winter Soldier | S\$ 7.05 M |
| 5 | Meeting the Giant | S\$ 143,649 | 5 | The Hobbit: The Battle of the Five Armies | S\$ 5.64 M |
| 6 | Wayang Boy | S\$ 135,000 | 6 | Marvel's Guardians of the Galaxy | S\$ 5.51 M |
| 7 | Afterimages | S\$ 112,584 | 7 | Disney's Big Hero 6 | S\$ 5.01 M |
| 8 | The Second Coming | S\$ 96,111 | 8 | A Night at the Museum: Secret of the Tomb | S\$ 4.59 M |
| 9 | re:solve | S\$ 35,000 | 9 | The Hunger Games: Mockingjay Part 1 | S\$ 4.59 M |
| 10 | Banting | S\$ 26,130 | 10 | The Maze Runner | S\$ 4.56 M |

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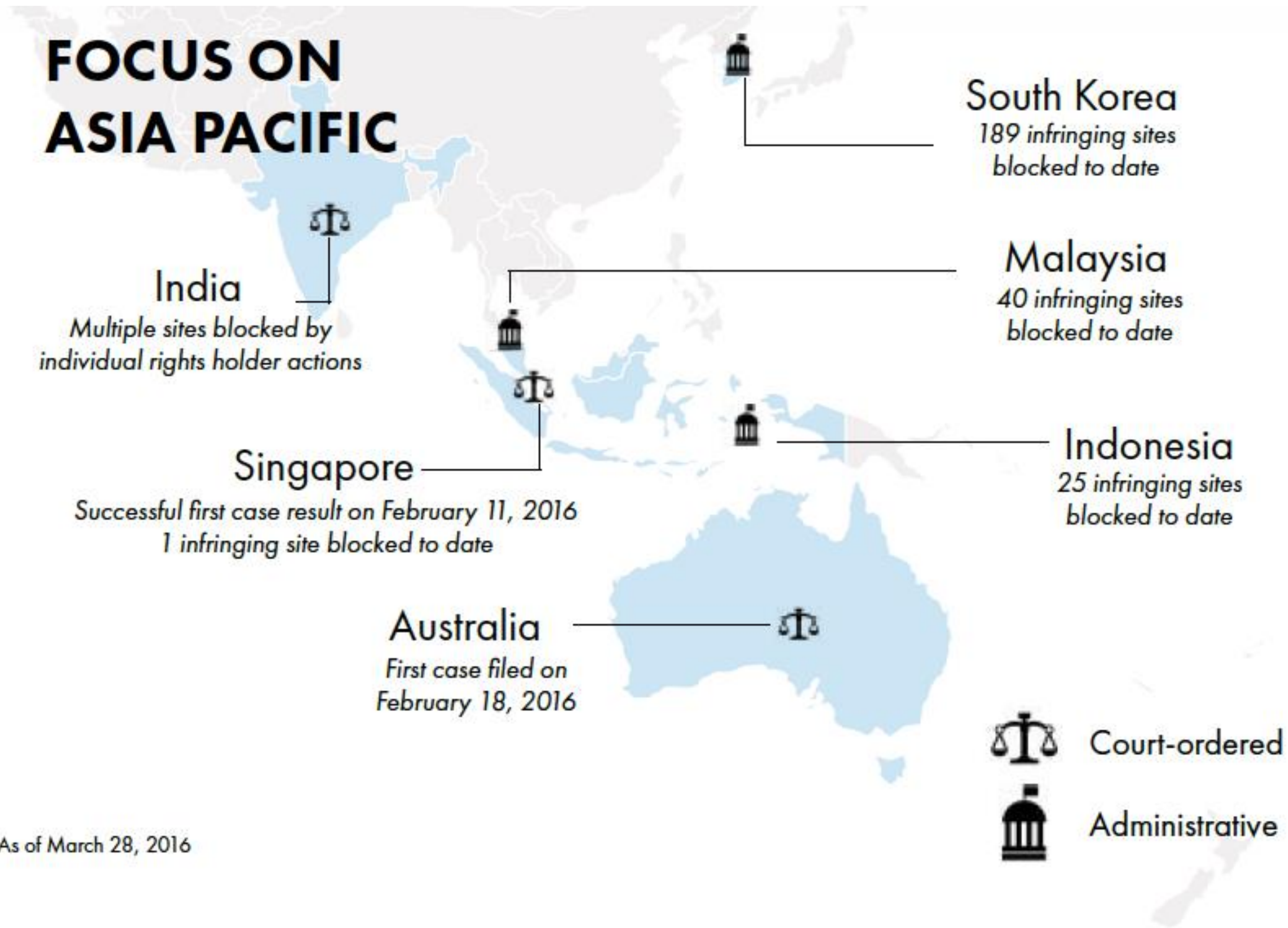
4 Cross Industry Collaboration

Content Protection Measures: Site Blocking

SITE BLOCKING IN THE WORLD



Content Protection Measures: Site Blocking



Content Protection Measures: Site Blocking

SITE BLOCKING IN EUROPE

32 countries in Europe have legislation for blocking overseas websites

28 are EU member states bound by EU copyright directive 8.3

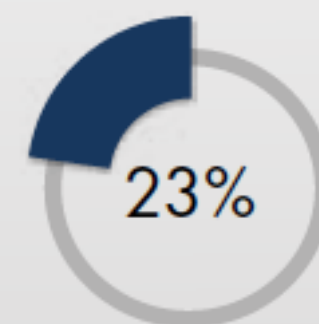
13 countries have successfully had cases processed through the courts

Content Protection Measures: Site Blocking in Europe

UK Case Study

Injunctions increase traffic to legal sources of content:

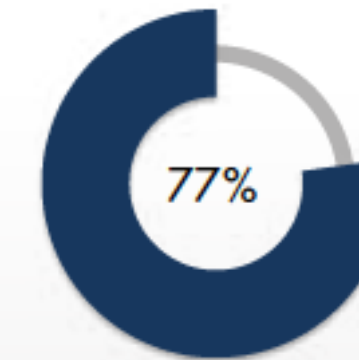
In May 2015, a study from Carnegie Mellon University suggests that website blocking requires persistent blocking of a number of piracy sites in order to effectively migrate pirates to legal channels.



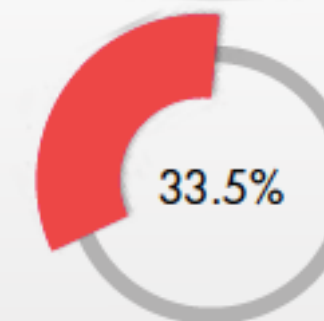
Increase in usage of legal streaming services (such as Netflix) among the heaviest users of the major piracy sites blocked in the UK

[The Effect of Piracy Website Blocking on Consumer Behavior, Carnegie Mellon University](#)

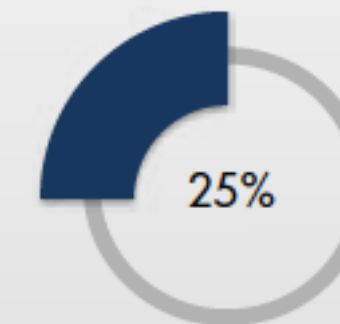
Average fall in traffic from the UK to blocked piracy sites



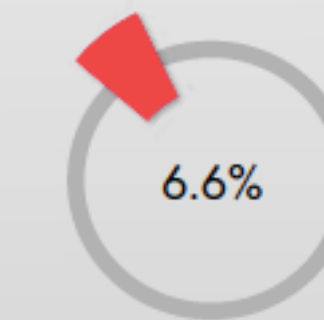
Average global traffic decline to blocked piracy sites



Overall traffic decline to the top 250 piracy sites from the UK, including those not the subject of blocking orders



Overall global traffic decline to the top 250 piracy sites from the UK, including those not the subject of blocking orders



Site Blocking Efficacy Study UK, Incopro
Revised May 2015

Without Piracy, Box-Office Revenue Would Have Been 14 - 15% Higher Per Year.

[The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion, Carnegie Mellon University \(Feb 2016\)](#)

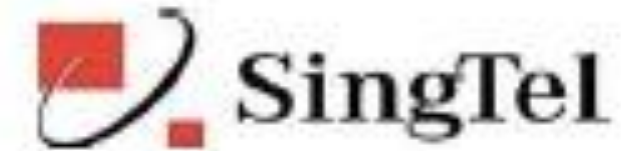
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Our Friends



A man with glasses and a dark jacket is sitting in a teal theater seat. The background shows rows of empty teal seats in a dimly lit theater.

KELVIN TONG
film director

THANK YOU

