



MPAA'S KEY INTERNATIONAL TRADE ISSUES

FIGHTING CAMCORDING: Illicit camcording in theaters remains the major source of pirated motion pictures. MPAA worked with the USG to include anti-camcording provisions in new FTAs, including the Korean and Malaysian agreements. MPAA is also working to secure anti-camcording legislation in territories where source camcording is a growing problem. Specifically, MPAA is increasing efforts to secure an anti-camcording statute in Mexico, where camcording has grown to crisis proportions.

FIGHTING INTERNET PIRACY: One of MPAA's top priorities is attacking Internet piracy, through vigorous investigation and enforcement worldwide, as well as working with governments to ensure that their laws provide adequate remedies to stop internet piracy and are in full compliance with the WIPO Treaties. Achieving inter-industry cooperation in the fight against online piracy, including through automated detection and removal of infringing content is imperative to curb the theft of online content, and is a priority for MPAA and its member companies. MPAA views recent efforts by the Governments of France and the United Kingdom to protect content on-line and facilitate inter-industry cooperation as useful models.

FIGHTING OPTICAL DISC PIRACY: Large-scale pirate replication of optical discs is a growing problem, particularly in China and Russia. It is essential that governments regulate optical disc production as a tool for controlling piracy and launch deterrent enforcement efforts against illegal replication facilities.

MARKET ACCESS IN TRADE NEGOTIATIONS: MPAA's market access interests cut across goods, services, and electronic commerce negotiations and include:

- A zero tariff on audiovisual-related products, such as films, videos and electronic transmissions.
- Ensuring that where customs duties continue to apply that the valuation is based on the value of the carrier medium, not potential royalties.
- Elimination of quotas and other discriminatory measures to create opportunities for MPAA to provide audiovisual services cross-border, which includes via the Internet, and through investments.

ELECTRONIC COMMERCE: Electronic commerce is integral to the emerging business models of MPAA's member companies. MPAA places high priority on ensuring that this critical means of distribution is not jeopardized by discriminatory regulations nor prejudiced by initiatives that aim to exclude audiovisual products under the guise of cultural promotion. It is priority that audiovisual goods are included in any market opening disciplines and negotiations for digital media and electronic commerce, particularly as regards FTAs and the WTO.

KEY COUNTRIES: MPAA has identified the following countries for priority trade policy attention in 2009: Canada, China, India, Mexico, Russia and Spain.

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