



# NEWS RELEASE

**For Immediate Release**  
**November 4, 2010**

## **PADDY SNIFFS OUT WAREHOUSE OF PIRATED OPTICAL DISCS**

***Successful raid on warehouse paralyzes pirates operations***

Hong Kong/Kuala Lumpur – On 4th November 2010, Paddy, the Labrador sniffer dog that serves the K-9 Unit of the Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC) continues its good work in assisting the Malaysian Government in its war against pirated optical discs by sniffing out a warehouse located in PJ New Town, Petaling Jaya, Selangor. During the operation conducted today, the K-9 Unit and assisted by 2 officers from MFACT successfully raided and seized an estimation of 3000 pirated optical discs. Among pirated MPA member titles also seized during the operation include Salt, Karate Kid, Iron Man 2, Toy Story 3 and Cats and Dog.

The use of dogs trained in optical disc detection was first mooted by the MPA in October 2004. In 2007, the Malaysian Government joined forces with the MPA to test the capabilities of these canines.

It has been two years since Paddy started working with the K-9 unit and the results have been encouraging. To date, Paddy's expertise has helped the Enforcement Division of MDTCC to seize more than 60,000 optical discs from seven warehouses and also four replicating machines from two factory raids. "Today's successful operation is another notch in Paddy's impressive resume. We are very pleased with today's successful operation as it has dealt a serious dent to the distribution of pirated optical discs in the Klang Valley," says MDTCC Director-General for Enforcement, Mr Roslan Mahayudin. "We are determined to go after these pirates and stop their operations by any means. Once again, Paddy has proven to be effective team player".

"We congratulate the Ministry and its K-9 Unit for the success for shutting down this warehouse facility," said Shamsul Jafni Shafie, the Executive Director of MFACT. MFACT works in association with the Motion Picture Association (MPA), which represent the interests of major motion picture companies in the global marketplace. "Piracy is a serious crime that impacts the creative community. We will continue to work closely with all stakeholders in Malaysia and look forward to taking down more such operations."

## **Piracy in Asia**

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging\*, US\$1.4 billion to illegal copying\* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate \$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for \$1.3 billion.

In 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 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. To do so, it promotes and protects its member companies' intellectual property rights and conducts public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film industries in each country including foreign and local filmmakers alike.*

*The organizations' worldwide operations are directed from its headquarters in Los Angeles, California and overseen in the Asia Pacific by a team based in Singapore. Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; The Walt Disney Studios; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit [www.mpa-i.org](http://www.mpa-i.org).*

###

### **For more information, contact:**

Edward Neubronner  
MPA Asia-Pacific  
65-6253-1033

Siti Rohdiah  
MPA Asia-Pacific  
65-6253-1033

Shamsul Jafni Shafie  
MFACT  
603-62030780