



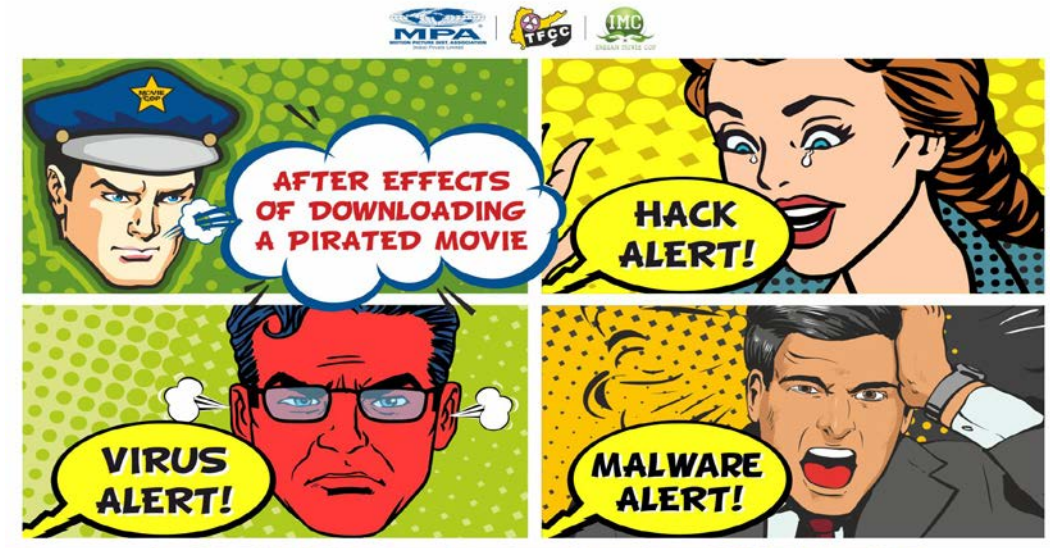
PRESS NOTE

September 23, 2016

**TELUGU FILM CHAMBER OF COMMERCE AND MPDA, INDIA HIGHLIGHT THE
NEGATIVE EFFECT OF ONLINE FILM PIRACY AT COMIC CON 2016**

Comicorner To Promote Respect For Creativity

HYDERABAD: The Telugu Film Chamber of Commerce (TFCC), Indian Movie Cop and the Motion Picture Dist. Association, India Pvt. Ltd. (MPDA) launched a campaign through Comicorner to raise awareness on the negative impact of online film piracy and its risks to consumers who watch illegitimate content online. Comicorner aims to engage audiences at the two-day event through interactive activities that will include ‘creating your own look as a superhero and an opportunity to create your own comic strip.’



“There is a close link between pirated websites and their operations and the spread of malware, in addition to exposing netizens to identity theft or ransomware. We hope to engage with both comic and movie fans to educate them on the threats on online content theft and the benefit of watching films on legitimate online content platforms,” said Uday Singh, MD, Motion Picture Dist. Association, India Pvt. Ltd.



“The annual Comicorner at Comic Con hosted jointly by the Telugu Film Industry and the MPDA is serving as a great platform to connect and engage with especially the younger generation and to communicate to them the

significance of protecting creative content. This outreach initiative is just as important as other aspects like enforcement and policy making. Thanks to the visionary support of the

Government of Telangana, Hyderabad is home for TIPCU (Telangana Intellectual Property Crime Unit) and Hyderabad has also been home for Comicorner since the last three years. Together these initiatives illustrate the commitment of the Industry, Government and Movie lovers to promote creativity across the board," said Rajkumar Akella, Honorary Chairman - Anti Video Piracy Cell, TFCC.

Participants at Comicorner will be given an opportunity to become content creators themselves and post their original work on Facebook: **Facebook/ComicornerHyd**.

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ABOUT THE TELUGU FILM CHAMBER OF COMMERCE:

The Telugu Film Industry is the second largest film Industry in India. With its passionate movie loving audiences and its dynamic Filmmakers, the budgets and revenues of Telugu Films are often on par with Bollywood Movies. With a large IT community among its people, the Telugu film industry has also been at the forefront of waging a sustained war against online and offline Piracy, through innovation and collaboration with regional movie industries across India and the world.

ABOUT THE MPDA:

The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of six Hollywood studios: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. MPDA works with closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry. For more information, please visit: www.mpa-india.org

ABOUT iMovieCop (IMC):

iMovieCop is a multilingual, multi-platform anti-piracy mobile application. It is a proactive initiative by the Indian film industry spearheaded by the Telugu Film Industry and Motion Picture Distributors Association (MPDA represents the Six major Hollywood Studios) to help promote awareness about movie piracy and protect creative content. The mobile application was launched in 2013 by Ms. Nancy Powell, former US Ambassador to India. For more information, please visit: www.indianmoviecop.com. Twitter Handle: @imoviecop

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