

PRESS NOTE



For Immediate Release

April 04, 2016

LA INDIA FILM COUNCIL CALLS FOR FOCUS ON INDUSTRY GROWTH DRIVERS AT FICCI FRAMES 2016

Mumbai: The LA India Film Council supported discussions focused on spurring growth in the Indian Media and Entertainment Industry at the 2016 FICCI FRAMES held at The Renaissance Mumbai Convention Centre Hotel, from March 30 – April 1, 2016.

Discussions by industry experts focused on industry growth drivers which included, increasing screen density across the country, the need for a transparent rating system while certifying films, sharing best practices to leverage co-productions, stimulating local content creation in the Asia Pacific region, and the increased need to protect content online.

Uday Singh, Managing Director, Motion Picture Dist. Association, India office said, "Although over 2,000 world-class multiplex screens have been built in India, over the last ten years, the screen density in the country continues to be exiguous in comparison to the developed markets such as the United States and China. To improve India's screen density, Governments, both at the Central and State level need to address ineffective policies, lower taxes, and provide tax holidays for ease of building cinemas across India. This will help attract investment in cinema building and world-class cinema technology, increase revenue flow into the film industry ecosystem, and in turn improve the movie experience for audiences. It will also help curb piracy."

Representatives from the Motion Picture Association – International and the Motion Picture Association, India office participated in the following discussions:

1. Saving intellectual Property in a world without boundaries

Date: 30/03/16

Panelist: Michael Schlesinger, Vice President, And Regional Legal Counsel, Asia Pacific Region, Motion Picture Association - International

2. Making sense of sensibilities: A discussion on the censorship issues in India

Date: 31/03/2016

Time: 16:15 – 17:15

Panelist: Uday Singh, Managing Director, Motion Picture Dist. Association, India

3. Rising Asia – China's Box Office Boom

Date: 01/04/2016

Panelist: Stephen Jenner, Vice President, Communications, Asia Pacific Region, Motion Picture Association – International

4. It's simple. Just follow the money

Date: 01/04/2016

Time: 14:15 – 15:30

Panelist: Uday Singh, Managing Director, Managing Director, Motion Picture Dist. Association, India

For more information, contact:

Lohita Sujith

Director, Corporate Communications

Motion Picture Dist. Association (India)

Email: lohita_sujith@mpaa-india.org

About The LA India Film Council: Established in November of 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Los Angeles India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities. The current Governing Council members are: Film Federation Of India, Film and Television Producers Guild of India, National Film Development Corporation, Federation of Indian Chambers of Commerce and Industry, AP Film Chambers, California Film Commission, LA Mayor's Office, MovieLabs, Technicolor India, DQ Entertainment, Reliance MediaWorks, Prime Focus, Peter Law Group, Whistling Woods International, Film and Television Institute of India, University of Southern California- School of Cinematic Arts, UCLA School of Theater, Film and Television and Motion Picture Dist. Association (India) Pvt. Ltd. For more information, please visit: www.laindiafilmcouncil.org

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 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.mpaa-india.org

ABOUT THE MPA: PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC
The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct 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 and television industries in each country including foreign and local filmmakers alike. The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; 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. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.