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MOTION PICTURE ASSOCIATION AND TAobao MARKETPLACE SIGN JOINT INITIATIVE TO ADDRESS ONLINE SALE OF INFRINGING CONTENT

Singapore/Beijing: On September 7, the Motion Picture Association (MPA) and Taobao Marketplace (Taobao.com), China's leading online retail platform, have signed a Memorandum of Understanding (MOU) to promote a healthier online environment in China for the sale and distribution of legitimate audio-visual content.

Both parties have reached a common understanding regarding the importance of strengthening existing standards, mechanisms, and mutual responsibilities concerning the identification and removal of copies of MPA member company content from Taobao.com's consumer-targeted e-commerce platform that the members have identified as counterfeit or otherwise infringing.

Measures include the requirement for shops on Taobao.com to hold a valid and active "Publication License" (as provided for under Section 36 of State Council Directive 594 dated March 19, 2011) and the adoption of more transparent criteria to address recalcitrant sellers of goods copyright owners have identified as infringing.

Taobao.com also agreed to work with MPA to efficiently and effectively identify and remove listings of MPA's member company products that they have identified as counterfeit or otherwise infringing, and to jointly work with law enforcement to pursue serial offenders.

"In the past year, both MPA and Taobao.com have been engaged in discussions to address the availability of infringing content on Taobao's online marketplace. This MOU is a very significant step in promoting the legitimate sale and distribution of audio-visual content on the Internet. We are very confident of seeing positive and immediate results arising from this initiative", said Mike Ellis, President and Managing Director, MPA Asia Pacific.

"The Taobao Companies are committed to setting an example regarding respect for intellectual property, and this MOU demonstrates that continuing commitment," said John Spelich, Vice President of Alibaba Group. "Our takedown system is designed to help intellectual property rights owners protect their rights in accordance with relevant laws and is consistent with systems of other leading e-commerce platforms around the world, but we welcome the consultation with MPA as a way of sharpening the focus and operational approach of that commitment."

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About the MPA: *Promoting and Protecting Screen Communities in the 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. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

About Taobao Marketplace

Launched in 2003, Taobao Marketplace (www.taobao.com) is a popular consumer-to-consumer (C2C) online marketplace in China with more than 800 million product listings and more than 500 million registered users as of June 2012. It is one of the top 20 most visited websites in the world according to Alexa. Taobao Marketplace is one of Alibaba Group's seven major business groups.

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