



**FOR IMMEDIATE RELEASE**

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**MPAA AND XUNLEI AGREE TO PARTNER TO PROMOTE  
LEGITIMATE ACCESS TO FILM & TELEVISION CONTENT ONLINE**

**Washington, DC** – Shenzhen Xunlei Networking Technologies (Xunlei), one of the largest and most popular Chinese-language video websites in China, and the Motion Picture Association of America have agreed to work together to promote legitimate access to film and television shows online.

The MPAA, and its member companies, and Xunlei have entered into a comprehensive Content Protection Agreement (CPA) to protect film and television content online, and to educate users on how best to access only legal versions of films and television shows. Under the CPA, Xunlei has agreed to implement a comprehensive system of measures to prevent unauthorized downloading of and access to MPAA member company copyrighted works.

Among these measures, Xunlei will implement an established content-recognition technology system that will ensure that the MPAA members' copyrighted content available through Xunlei's services is properly licensed. The steps are aimed to counter the suspected mass infringement of MPAA member studios titles on Xunlei's services. Xunlei and the MPAA and its members will also cooperate going forward to ensure the continued effectiveness of these content protection measures. The two organizations will work together on the implementation of the content protection measures, and formalize educational communications to help inform users about the damage caused by uploading and downloading creative content without authorization.

Steven Fabrizio, the MPAA's Senior Executive Vice President and Global General Counsel, said: "The online video sector in China is moving purposefully toward an environment that will help sustain a viable, long-term online video business, ensure the creative work of rights holders is sufficiently protected, and provide audiences with a quality, legitimate viewing experience. With the largest number of Internet users in the world, the Chinese market offers tremendous potential for content creators to make their works available online to hundreds of millions of consumers. This agreement is an important step forward in carrying out the MPAA's mission in this significant market."

**美国电影协会和迅雷达成协议  
共同促进互联网上影视内容的合法获取**

华盛顿特区--中国最大、最为人熟知的中文视频网站之一--深圳迅雷网络技术有限公司，和美国电影协会已同意共同促进互联网上影视节目的合法获取。

美国电影协会及其成员公司和迅雷已达成一个全面的内容保护协议，用以保护互联网上的影视内容，并教育用户以最佳途径获取正版的影视节目。依据该内容保护协议，迅雷同意采取一系列综合措施，防止对美国电影协会成员公司的版权作品未经授权的下載和获取。

在这一系列措施中，迅雷将实施一套业已建立的内容识别技术系统，以确保通过迅雷的服务而获取的美国电影协会成员公司的版权作品是经过合法授权的。这些措施是专门针对在迅雷技术服务平台中可能出现的、大量侵犯美国电影协会成员公司版权的视频内容。迅雷和美国电影协会及其成员公司将相互协作，以确保这些内容保护措施能持续地发挥作用。双方将合作确保这些内容保护措施的落实，并开展宣传教育，帮助用户了解未经许可上传和下载创意内容所造成的损害。

美国电影协会高级执行副总裁兼全球总法律顾问斯蒂文·法布里齐奥说：“中国的网络视频行业正目标明确地向着一个有助于网络视频业务长期可持续发展、确保权利人创意作品得到充分保护、为用户提供优质合法观看体验的环境迈进。拥有世界上最多互联网用户的中国市场为内容创作者提供了巨大的市场潜力，使他们能通过互联网将其作品提供给数亿消费者。这个协议正是美国电影协会为在这个意义重大的市场完成其使命所迈出的重要一步。”

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***About the MPAA***

*The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.*

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