



7-11 December 2013

**LUANG
PRABANG
FILM FESTIVAL**

Celebrating Southeast Asian Cinema

American Film Week Public Service Announcement Contest!

Are you the next big filmmaker in Laos?

The US Embassy and the Luang Prabang Film Festival are teaming up to give local filmmakers a chance to show their passion for filmmaking, on the big screen! The American Film Week Public Service Announcement (PSA) Contest will provide you with an opportunity to show your creativity through the production of your very own trailer. The winners of American Film Week PSA Contest will have the great opportunity to have their trailer screened before every film at the American Film Week (May 6 – 11).

We are asking filmmakers to create an original 30-second to 1-minute trailer that supports the protection of intellectual property, and explains in a creative way why intellectual property rights are important.

Films that touch on these topics will have the best chance of winning the prizes:

- Show what intellectual property and piracy is.
- Find a creative way to say why it matters.
- Creatively show how piracy affects the economy, artists, and/or society.
- What can people do to stop piracy?

Questions to Consider When Making Your Film:

Why is IPR important in Laos? Why is important to you, as an artist? How does piracy affect culture? What are different ways you see IPR being violated in Laos? How can we stop piracy in Laos?

PSA submissions can be made by an individual, or a team of filmmakers. Anyone living in Laos is encouraged to make a PSA. Submissions for the American Film Week PSA contest are due no later than 01 May 2013, so it's time to get cracking if you're in it to make your mark on the silver screen!

Additional Prizes to be won:

- 1st Prize: \$1000 cash
- 2nd Prize: \$750 cash
- 3rd Prize: \$500 cash

For questions or more information, please message the US Embassy Vientiane on Facebook. The final trailer must be submitted to the US Embassy via mail or hand delivery at the following address by 01 May 2013, 12:00 pm:

U.S. Embassy Vientiane
19 Rue Bartholonie
That Dam, Vientiane, Laos

About Intellectual Property Rights and Piracy

WHAT IS INTELLECTUAL PROPERTY?

Intellectual property refers to creations of the mind: inventions, books, music, movies, and other artistic works, as well as symbols, names, images, and designs used in business.

WHY DOES IT MATTER?

If IP isn't respected, people can suffer, and the economic development of a country can too. Piracy of IP is a serious crime. Not only does it rob the makers of recordings, videos, movies, games, and other creative works of the money they are entitled to, but it costs tens of thousands of people their jobs each year. It also deprives governments at all levels of tax revenue, and hurts the economic development of a country.

TYPES OF PIRACY

The most familiar type of piracy is the illegal copying and distribution of music, movies, and games from the Internet. While downloading these products—if you pay for them or have permission—isn't a crime, it is a crime if they are sent to others or widely distributed. Once a tune or movie is posted on the Internet, it lives forever—and the artist behind the product is forever deprived of income.

Piracy of movies is a serious problem in Southeast Asia. The high-quality counterfeits are “burned” to DVD, and then sold illegally in the market and on city streets around the region.

PIRACY AFFECTS MORE THAN JUST PROFITS OF COMPANIES

Although piracy itself is a crime, it causes an increase in other types of crime. Gangs and organized crime groups have both been linked to the piracy of creative work.

Local culture is also at stake. Works by local artists, authors, musicians, and others are often supported in ways that are relatively independent of the need for private risk capital. Yet, even when that is true, they are often displaced by the illegal sale of cheap or free music, movies, and books originating abroad, works that would cost far more if copyrights in such works were locally enforced.