



Motion Picture Licensing Corporation
5455 S. Centinela Avenue
Los Angeles, CA 90066
United States

FOR IMMEDIATE RELEASE: January 7, 2021
Dana Lambert
MPLC
(310) 822-8855 ext. 3344
dlambert@mplc.com

MPLC Strikes Partnership in Thailand
Global Leader in Public Exhibition Licensing Furthers Asia Expansion



Los Angeles, CA: MPLC is pleased to announce today that it has reached agreement with Copyright Insure Co. Ltd. to represent its public performance licensing interests in Thailand.

This new agreement is the latest move in the global licensing leader's continued expansion in Asia. In 2018, it brought on industry veteran Frank Rittman as President of MPLC Asia, to launch the company's operations in Hong Kong and expand its presence elsewhere throughout the region. In August 2020, MPLC announced the execution of an agency agreement with Proview Entertainment Co. Ltd. in Taiwan.

"We're delighted to appoint Copyright Insure as our exclusive agent in Thailand to introduce the MPLC Umbrella License® into the market," says Rittman. "Their executives understand the consumer market for filmed entertainment better than anyone and their relationships with the local government and business communities resulting from years of doing business successfully there will be key components for the growth of our business there. We couldn't have chosen a better representative."

Copyright Insure is affiliated with Boomerang Online Co. Ltd. and Phunyaphat Enterprise Co. Ltd. Thailand's largest retailer and distributor of home entertainment products, operating more than 17 shops nationally and representing a number of major Hollywood studios including The Walt Disney Company, 20th Century Studios, United International Pictures, and Sony Pictures Entertainment among others.

"Our enthusiasm to branch into this area is based on our recognition of the value and benefit that MPLC's Umbrella License offers to customers in Thailand. Covering tens of thousands of represented titles, the product's value exceeds its modest cost while also ensuring hassle-free compliance with the copyright law," said Korakot Naranirattisai, Copyright Insure's CEO.

— more —

MPLC's Mike Weatherley has overseen dynamic growth in the company since being named CEO in January 2019. A former Member of the British Parliament and IP Advisor to Prime Minister David Cameron, Weatherley is a fervent advocate for creators' interests and MPLC's role in raising awareness about intellectual property rights.

"We know public exhibition licensing," says Weatherley. "Globally, MPLC is second to none when it comes to promoting intellectual property rights, raising awareness about copyright law, and collecting revenue for our represented rights holders. We look forward to providing more legal means of exhibition in Thailand and to our continued growth throughout the region."

About Copyright Insure: Copyright Insure is a sister company of Boomerang Online Co. Ltd. and Phunyaphat Enterprises Co. Ltd., the two leading names in Thailand for home entertainment retailing and distribution, operating from the company's headquarters in the Suan Luang district of Bangkok. Learn more at www.copyrightinsure.com.

About MPLC: MPLC is the global leader in public exhibition licensing, supporting legal access to movies, TV, and other audiovisual content in more than 40 countries. Through its Umbrella License[®], a blanket license for public exhibition, MPLC represents a variety of rights holders, ranging from Hollywood studios to independent producers. MPLC licensees include government, corporations, and non-profit organizations. Hundreds of thousands of locations around the world publicly exhibit content legally with the Umbrella License. In January 2020, MPLC joined forces with Tenzing Private Equity Capital to drive growth opportunities and fuels its charge to become the most professional non-theatrical licensing company in the world.