

**State of the Industry Remarks by Senator Chris Dodd
CinemaCon 2015
April 21, 2015
As Prepared For Delivery**

Good morning CinemaCon! It's great to be back.

Thank you, Bill, for that generous introduction. And thank you to my good friend John Fithian, and all the members of NATO, for everything you do on behalf of the American film industry, the film loving public, both here in North America and around the world, and the creative, innovative people who work behind the cameras. And what an industry you have helped build and sustain. An industry filled with amazing, beloved stories that entertain, inspire, educate and motivate us.

To emphasize this point about the thousands of hard working people behind the cameras, allow me to share a short film that we developed at the MPAA, highlighting just one of the many men and women responsible for creating the incredible stories we're celebrating this week.

Video Clip of Ted Moser, Car Mechanic

This morning, and every morning, 1.9 million American workers, including the people who work with you in your theaters went to work at a job that depends directly or indirectly on the film and television industry. Yet, as all of you know, far too many of their contributions are often overlooked. As head of the Motion Picture Association of America, I have made it a priority to educate the movie-going public about our industry, by shining a light on these remarkable, hardworking employees and creators.

But as an industry, we must do even more if we are to continue making these films – telling these stories that people the world over have come to enjoy so much. We, all of us who make our home in this industry, must stand up and speak out to protect their jobs, and our industry, by spreading this message, whether in movie theaters, the best place to enjoy their presentation, or on television, or streaming legally online – **where you watch film matters.**

It obviously matters abundantly to us – who are gathering at CinemaCon – but it matters too to the hundreds of thousands of American workers, including your employees, who are not here in Las Vegas today, but whose very livelihoods are threatened by film piracy.

That's why we at the MPAA created WhereToWatch.com – a one-stop shop, guiding your audiences to content quickly, simply, and –most importantly– legally. They can use WhereToWatch.com to find the latest movies showing in their community theaters, and order tickets through Fandango or Movietickets.com. And if what they're looking for is online, WhereToWatch.com will show which sites and at what prices that film is available.

NATO, and John Fithian in particular, have been our staunchest allies in this fight against piracy, one of the major challenges to our industry. That is why we believe WhereToWatch.com is an important opportunity for our industry to directly engage with your customers and, at the same time, support creators by driving audiences to legal sources of content – both in your movie theaters and online. As we have throughout the years, we at the MPAA want to work with you, our partners at NATO, to spread the word about this new site, this new effort.

On a broader level, this effort is also a crucial recognition of the changing technological landscape, and the need to continue evolving to meet the demands of our consumers. That will mean finding new ways to enable audiences to see movies where and how they want, while maintaining the magic and unrivaled appeal of the theater-going experience that has been this industry's driving force for well over a century. Our industry's future will depend in large part on our ability to strike the right balance, and working together with you, as we have for decades, I know we can do it.

Furthermore, I cannot think of a better time for us to set out on this course than this year. As you will hear from the studios I am proud to represent at the MPAA, 2015 is shaping up to be one of film's most spectacular years.

Warner Brothers' "American Sniper" and Universal's Focus Features' "50 Shades of Grey" already set new records. Disney's "Cinderella" enchanted families worldwide and Paramount's "SpongeBob Squarepants" delighted audiences as well. And Universal's "Furious 7" is delivering more of the heart-pounding action fans have come to expect, while breaking historical box office records for the month of April.

And in the coming months, audiences will watch Disney's "The Avengers", "Ant-Man" and Fox's "Fantastic Four" save the world. Sony's "Hotel Transylvania 2," Universal's "Minions" and Disney's "Tomorrowland" will delight families of all ages. And we will get exciting new installments in such beloved franchises as Paramount's Mission Impossible, Sony's James Bond, Universal's Jurassic Park, and Disney's Lucasfilm's Star Wars.

As exciting as this lineup is, what makes movies so special is not just their box office potential, it is also the collaborative effort of creative minds, coming together with a shared vision – a vision of a story they can tell, and then sharing that vision with the world through the remarkable exhibition experience you NATO members create. Whether it is the newest blockbuster, or more personal, thought provoking films like Fox Searchlight's "Birdman" and Sony Pictures Classic's "Whiplash".

This shared vision – this shared collaboration, this shared audio/visual experience you create with your theater exhibitions, hinges on an abiding respect for the larger principle enshrined in the U.S. Constitution by the founders of our republic – copyright. For it is copyright and intellectual property which are at the foundation of a healthy audio/visual industry, not only

inspiring creators, but as importantly, ensuring that for a limited period of time those creators have a property right to their creations.

Let me quote to you what our founders wrote into the Constitution of our nation 226 years ago in 1789 about this abiding principle of copyright: “To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.”

This principle is still valid today for the film and television industry as it is for the tech industry and others, where those creators too rely on copyright, intellectual property, and patents to protect their work and contribute to the next great ideas and innovations. That is why all of us must ensure that future generations will have the same opportunities to fulfill their creative ambitions and profit from them, if they so wish.

Filmmakers and exhibitors have enjoyed a long, fruitful relationship that has been the bedrock of our industry. At the MPAA, we are proud to continue that relationship with NATO, as we work together to invite audiences to **your** theaters to see **our** films during what is certain to be a record setting year for all of us. But as we celebrate that expected success, we must also make certain to remember those hardworking people, whose faces you will never see on a screen – who will never walk a red carpet – yet who are so important in bringing those stories to life in your theaters and that **Where You Watch Matters**. That is why I have just one more video to share with you featuring Phillip Boutte, Jr. – a passionate costume illustrator who brings characters and the world and cultures they inhabit to life.

Video Clip of Phillip Boutte, Jr. – Costume Illustrator.

Now it is my pleasure to introduce someone who I have known and been proud to call my friend for a very long time. Here at CinemaCon he is a rock-star who really needs no introduction. Please welcome your President and your CEO of the National Association of Theatre Owners, John Fithian.