



# MOTION PICTURE ASSOCIATION

STATEMENT OF THE MOTION PICTURE ASSOCIATION, INC.

BEFORE THE

U.S. HOUSE OF REPRESENTATIVES  
COMMITTEE ON THE JUDICIARY  
SUBCOMMITTEE ON COURTS, INTELLECTUAL PROPERTY,  
ARTIFICIAL INTELLIGENCE, AND THE INTERNET

REGARDING THE HEARING

“A MIDLIFE CRISIS? IP AND THE INTERNET AFTER 40”

JUNE 30, 2026

## I. Introduction

The Motion Picture Association (“MPA”) serves as the global voice and advocate of the motion picture, television, and streaming industries. The MPA works in every corner of the globe to advance the creative industry, protect its members’ content across all screens, defend the creative and artistic freedoms of storytellers, and support innovative distribution models that expand viewing choices for audiences around the world.<sup>1</sup> The MPA’s member studios are: Amazon Studios LLC; Netflix Studios, LLC; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc.

## II. Congress Should Enact No-Fault Judicial Blocking to Address the Pervasive Harms of Piracy

The American motion picture and television industry is a critical driver of economic growth, global trade, and employment. It accounts for \$22.6 billion in audiovisual exports, a \$15.3 billion trade surplus, and supports 2.3 million jobs nationwide.<sup>2</sup> The sector

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<sup>1</sup> MPA works in close partnership with the Alliance for Creativity and Entertainment (“ACE”), the world’s leading coalition dedicated to protecting the dynamic legal market and reducing digital piracy. Driven by a comprehensive approach to addressing piracy through criminal referrals, civil litigation, and cease-and-desist operations, ACE has achieved many successful global enforcement actions against illegal streaming services and other sources of unauthorized content and their operators. Drawing upon the collective expertise and resources of more than 50 media and entertainment companies around the world and reinforced by the content protection operations of the MPA, ACE protects the creativity and innovation that drive the global growth of core copyright and entertainment industries. For more information, please visit [www.alliance4creativity.com](http://www.alliance4creativity.com).

<sup>2</sup> Motion Picture Ass’n, *The American Motion Picture and Television Industry | Creating Jobs, Trading Around the World* (Jan. 7, 2025), <https://www.motionpictures.org/research-docs/the-american-motion-picture-and-television-industry-creating-jobs-trading-around-the-world-6/>.

generates \$229 billion in wages annually and sustains a broad network of small businesses that support production and distribution, representing every state in the country.<sup>3</sup> Underpinning all these substantial economic benefits are strong intellectual property protections, which are increasingly threatened by sophisticated foreign digital piracy operations.

In more than fifty countries around the world today, effective and accessible legal mechanisms are available to block criminal piracy operations from harming consumers and robbing creative industries. These site-blocking tools responsibly and effectively safeguard a free and open internet by focusing on illegal operations that prey on internet users and profit from the blatant theft of intellectual property. Unfortunately, the United States still lacks a site-blocking mechanism to combat digital piracy. As a result, America’s creative economy is being robbed of billions of dollars in lost revenues and hundreds of thousands of jobs. At the same time, foreign criminal operations are using sophisticated piracy services to victimize internet users in the United States through cyber attacks and financial fraud. We urge Congress to pass site-blocking legislation this year and take meaningful action against these international criminals that use our internet against our nation’s citizens and economy.

#### **a. Harms Caused by Piracy and Challenges to Addressing the Piracy Landscape**

Digital piracy operates at a massive scale and has real-world impacts on the U.S. economy, jobs, and every-day consumers. The problem continues to grow more pervasive, sophisticated, and difficult to address. In 2019, U.S.-produced movies were illegally downloaded or streamed 26.6 billion times, and U.S.-produced television episodes were illegally downloaded or streamed 126.7 billion times.<sup>4</sup> In 2022, there were an estimated 191.8 billion visits to movie and TV piracy sites globally.<sup>5</sup> These activities are driven by organized criminal enterprises that exploit gaps in enforcement and operate outside U.S. jurisdiction. The resulting harm is substantial, costing the U.S. economy approximately \$29.2 billion and eliminating between 230,000 and 560,000 jobs annually.<sup>6</sup> Piracy also negatively impacts employees’ income and benefits—those received during employment as well as in retirement.

The harm caused by piracy also extends to consumers. A survey commissioned by the Digital Citizens Alliance (“DCA”), which asked 2,330 Americans about their experience with piracy services, found that 33 percent have used piracy websites and 10 percent have paid for illegal IPTV services.<sup>7</sup> Consumers engaging with these services are significantly more likely to experience fraud, identity theft, and malware attacks. The same DCA survey revealed that

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<sup>3</sup> *Id.* at 1.

<sup>4</sup> See David Blackburn, et al., *Impacts of Digital Video Piracy on the U.S. Economy*, at ii (2019), <https://www.theglobalipcenter.com/wp-content/uploads/2019/06/Digital-Video-Piracy.pdf>.

<sup>5</sup> All. for Creativity & Ent., *What Do We Know About 2022 Movie & TV Piracy Trends Worldwide*, at 1, <https://www.alliance4creativity.com/wp-content/uploads/2023/12/WDWK-2022-worldwide-071223.pdf> (last visited June 25, 2026).

<sup>6</sup> See Blackburn, *supra* note, at ii.

<sup>7</sup> Digit. Citizens All., *Giving Piracy Operators Credit: How Signing Up for Piracy Subscription Services Ratchets Up the User Risk of Credit Card Theft and Other Harms*, at 10 (2023), <https://www.digitalcitizensalliance.org/clientuploads/directory/Reports/Giving-Piracy-Operators-Credit.pdf>.

consumers who visited piracy sites are over four times more likely to report being a victim of identity theft and five times more likely to report having an issue with malware.<sup>8</sup> Those who pay for illegal services are four times more likely to suffer financial breaches.<sup>9</sup>

One of the most significant challenges to addressing piracy is the global nature of piracy networks. While laws around the world aimed at combatting piracy have limited jurisdiction, piracy does not respect national boundaries. This means that the most egregious pirates can profit from stolen content and evade the laws of the United States by strategically choosing to operate from within countries such as Russia that do not provide effective remedies against piracy. Jurisdictional limits prevent us from holding the operators of these websites accountable either criminally or civilly, and instead, they continue to exploit the content of our members for significant financial gain without recourse. The good news is that there is an effective remedy the United States can implement to significantly reduce harms to American creators. More than fifty countries around the world, including leading democracies, such as Canada, the United Kingdom, and Australia, have adopted mechanisms to block access to digital piracy sites, and Congress can take similar action to meaningfully protect America's creative economy and consumers.

#### **b. No-Fault Judicial Blocking as a Remedy**

As methods for distributing pirated content continue to evolve, so too must our collective response. We should learn from the experiences of our global partners and implement tactics that have proven effective in other jurisdictions. It is imperative that new enforcement methods and technologies are developed to address the evolving piracy landscape and that other stakeholders in the internet ecosystem take a more active role in ensuring that their services are not used to facilitate these criminal organizations' activities.

Since the early 2010s, MPA's experience with no-fault injunctive relief, which includes site blocking, has led us to the firm conclusion that it is the most effective remedy available to combat piracy by websites based in jurisdictions where direct enforcement action is not possible. Those countries that have implemented no-fault injunctions to disable access to structurally infringing websites have demonstrated through clear evidence and multiple years of data that this remedy reduces piracy traffic to the blocked sites by as much as 60 to 90 percent<sup>10</sup> and, at least

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<sup>8</sup> *Id.* at 11.

<sup>9</sup> *Id.* at 1.

<sup>10</sup> Motion Picture Ass'n, *Measuring the Effect of Piracy Website Blocking in Australia on Consumer Behavior: December 2018*, at 4 (2020), <https://www.mpa-apac.org/wp-content/uploads/2020/02/Australia-Site-Blocking-Summary-January-2020.pdf>; Incopro, *Site Blocking Efficacy - Key Findings Australia*, at 2-4 (July 2018), <https://creativecontentaustralia.org.au/wp-content/uploads/2021/03/INCOPROAustralianSiteBlockingEfficacyReport-KeyFindingsJuly2018FINAL.pdf>; Incopro, *Site Blocking Efficacy in Portugal (September 2015-October 2016)*, at 3 (May 2017), <https://www.incoproip.com/wp-content/uploads/2020/02/Site-Blocking-and-Piracy-Landscape-in-Portugal-May-2017.pdf>; Motion Picture Ass'n, *MPA Study on Site Blocking in Korea: 2016*, at 1 (2017), [https://www.mpa-apac.org/wp-content/uploads/2018/01/MPAA\\_Impact\\_of\\_Site\\_Blocking\\_in\\_South\\_Korea\\_2016.pdf](https://www.mpa-apac.org/wp-content/uploads/2018/01/MPAA_Impact_of_Site_Blocking_in_South_Korea_2016.pdf).

as important, causes users to change their behavior and migrate to legal, paid video services, while preserving due process and free expression protections.<sup>11</sup>

Through careful adjudication, seeking narrowly tailored and no-fault relief against only egregious infringing sites/services, and through strict adherence to the rule of law, rightsholders in countries where site blocking exists have ensured precedent that strikes the proper balance between protecting copyright from those who aim to profit off piracy, and respecting the rights of those affected by blocking orders, including accused infringers, intermediaries, and the public at large. We are grateful for the leadership of Chairman Darrell Issa and Representative Zoe Lofgren and the bicameral and bipartisan efforts toward establishing a no-fault injunctive-relief regime in the United States. We urge Congress to quickly pass important legislation that will give rightsholders what more than a decade of experience around the globe has shown is an effective tool to address piracy.

### **III. Congress Should Pass the NO FAKES Act to Address Harmful Uses of Digital Replicas**

For more than a century, the studios represented by the MPA have employed innovative new technologies to tell compelling stories to audiences here in the U.S. and around the globe. Artificial intelligence is the latest technological innovation that has captured the attention of the world. Advancements in AI will likely lead to dramatic advancements in myriad industries, from medicine to motion pictures. But with these developments also come significant concerns about potential misuses, including to create and distribute non-consensual deepfakes or otherwise maliciously deceive the public. We urge Congress to move swiftly to pass the Nurture Originals, Foster Art, and Keep Entertainment Safe Act (NO FAKES Act), which would establish federal protections against abusive and deceptive uses of digital replicas while respecting creators' constitutional rights and freedoms through clear exceptions for parody, satire, news reporting, and other expressive works protected by the First Amendment. The Senate Judiciary Committee favorably reported the NO FAKES Act (S. 4591) on June 18, 2026, and we urge this body to similarly progress the House companion bill (H.R. 8915) toward enactment this year.

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<sup>11</sup> Brett Danaher et al., *The Effect of Piracy Website Blocking on Consumer Behavior*, 44 MIS Q. 631, 633, 646, 648-9 (2020), <https://www.cmu.edu/entertainment-analytics/documents/effectiveness-of-anti-piracy-efforts/uk-blocking-misq.pdf>; *Website Blocking in Australia*, *supra* note 10, at 1, 6-7.