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## **MPAA ANNOUNCES NEW EMEA AND GLOBAL LEADS**

**Stan McCoy to be President, Managing Director MPA EMEA  
Chris Marcich to be President, International, MPAA**

**WASHINGTON/BRUSSELS** – Senator Chris Dodd, Chairman and CEO of the Motion Picture Association of America, Inc. (MPAA) announced today that Stan McCoy will be the new president for MPAA’s Europe/Middle East/Africa (EMEA) region.

McCoy, who joined the MPA EMEA in April 2014 as Senior Vice President and Regional Policy Director, replaces Chris Marcich, who had formerly held that post and has been named President, International, a new position created in recognition of the growing importance of the global film and television industry.

“In the EU, we are in the midst of sustained efforts to review the copyright protection that has been the cornerstone of the growth of film, television and other creative industries,” Dodd said. “Having someone with Stan’s knowledge and expertise in intellectual property and innovation lead the Brussels team at such a crucial time will be critically important – not just to our member studios, but to the seven million people who work in the creative sector throughout the EU.”

“The diverse cultural landscape we experience today is possible only because creative and media companies continuously adapt their business models to provide consumers with ever greater choice of services. For that we need a sustainable legal framework,” explained McCoy. “Core-copyright intensive industries generate EUR 509 billion of Europe’s GDP, there are more than 3,000 on-demand audiovisual services available to European citizens, and more than 1,500 feature films were produced in the EU last year. It will be my objective to make sure that policy makers understand that making a film is a complex and risky venture.”

Dodd added: “Stan and Chris are both remarkable individuals who have demonstrated their invaluable leadership talent and government relations expertise,” Dodd said. “As movie and television content is increasingly enjoyed worldwide, whether it’s on the cinema screen, through broadcasting and cable sources, or over the Internet, their experience is crucial to furthering our efforts to provide our expanding array of creative content to consumers in EMEA and all around the globe.”

McCoy represents the MPA EMEA in two key European strategic alliances, the Creative and Media Business Alliance (CMBA) and Creativity Works! a coalition of like-minded organizations, federations and associations from the European cultural and creative sectors. Both are based in Brussels. McCoy previously served as Assistant U.S. Trade Representative for Intellectual Property and Innovation in the Office of the U.S. Trade Representative. Before joining the USTR, he worked at the law firm Covington & Burling in both Brussels and Washington D.C., where he focused particularly on international intellectual property enforcement and international trade law. McCoy graduated from DePauw University and the University of Virginia School Of Law.

Marcich led the MPA EMEA office since 1995. In his new position, Marcich will focus on coordinating and guiding the MPA's international efforts in offices that range from Toronto to Mexico City and San Paulo in the Americas to Singapore and Hong Kong in the Asia Pacific area as well as the EMEA office in Brussels. In his international coordination efforts, he will also be working closely with Joanna McIntosh, Executive Vice President for Global Policy and External Affairs, who came aboard in July to lead global policy and advocacy and is based in the Washington, DC, office.

"With the growth of this industry globally it is more vital than ever that we coordinate our work closely with our international partners to help ensure copyright continues to provide protection for the creation, production and dissemination of cultural works," Marcich said. "I look forward to continuing to serve MPAA's members and its international partners and representatives of the creative talent sector – I am very confident about the future of our industry."

### ***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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