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Adlabs awarded global anti-piracy certification

MUMBAI: Anil Ambani group company Adlabs has become the first motion picture services facility in India and Asia, to be awarded certification by the UK's industry body Federation Against Copyright Theft (FACT).

"The certification is a major recognition of the efforts by Adlabs to protect and safeguard the films that it handles from piracy," a press release issued here stated.

It applies to Adlabs' film-processing and print lab, digital lab, digital cinema mastering facility as well as its preview theatre, all housed within its Film City premises in the city. This is the first time in FACT's 25-year history that it

has accredited a company outside the UK or Europe, the release said. Adlabs Films' Chief Executive Officer Anil Arjun said, "Security is a serious issue for the filmed entertainment business with conservative estimates of revenue loss due to piracy in Asia-Pacific amounting to USD 1.2-billion annually."

"Protection of software is film makers' key concern and the facility has been planned from the ground to put security first," Arjun said. FACT's accreditation manager Jackie Lover said that "having examined its operation in great detail, FACT is pleased to award Adlabs membership of its accreditation scheme."