

Media Release

For Immediate Release  
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## Paul Muller Appointed CEO Australian Screen Association

SYDNEY – 3 April 2017. Paul Muller has been appointed Chief Executive Officer of the Australian Screen Association (ASA). His position was effective as of April 1, 2017. The appointment follows a consulting role as Executive Chairman of the association over the past twelve months.

Commenting on his appointment, Paul Muller said, "I'm looking forward to leading the Australian Screen Association at a time of dynamic change for the film and television industry. While the sector is enjoying unprecedented demand for high quality film and television content, it is vitally important that we ensure that those in our creative community are properly compensated for their work, and that we continue to raise awareness about the contribution made by the copyright sector to the growth of the digital economy. Our creators can only function at their full potential in a market place that is not distorted by massive online infringement."

Prior to joining the association, Mr. Muller enjoyed a successful career as a senior commercial executive in the entertainment industry. During the past 10 years, he was Vice President & Managing Director for Paramount Home Media Distribution in Australia. He held Marketing and Sales Director roles at EMI Music and Universal Music respectively in his country of birth, the Netherlands, and began his career at Procter & Gamble. Mr. Muller has Masters Degrees in both Business Administration and Civil Engineering.

Mr. Muller also sits on the board of Creative Content Australia (CCA), an organization committed to raising awareness about the value of screen content, the role of copyright and the impact of piracy. CCA commissions regular independent research, creates free online curriculum-linked education resources for Australian schools and produces educational consumer campaigns.

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### **About the Australian Screen Association**

The **Australian Screen Association** has operated since 2004 and was previously known as The Australian Federation Against Copyright Theft (AFACT). Our aim is to promote and protect the intellectual property rights of our members, and encourage the legal consumption of film and TV content across all platforms.

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