



NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



**For Immediate Release**  
**September 8, 2008**

## **NZFACT DONATES CONFISCATED DVD PLAYERS TO CHILDREN'S HOSPITAL**

### *DVD Players and DVDs Bring Cheer to Kids at Starship Children's Hospital*

Hong Kong / Auckland – The Starship Children's Hospital today received 23 DVD players from Mike Ellis, President and Managing Director, Asia-Pacific for the Motion Picture Association (MPA) and Director of New Zealand Federation Against Copyright Theft (NZFACT), which represents MPA in New Zealand. Fifty movies on DVD were also donated by movie distributors Roadshow and movie producers Sony Pictures and Warner Brothers Pictures.

The DVD players, used to make pirated copies of movies, were forfeited by order of the court following the conviction of 45-year-old Harjit Singh Assi for making and selling infringing movies. In addition to losing the DVD players, the pirate was fined US\$10,040 (NZ\$15,000) and ordered to serve 250 hours community service.

"I can think of no better use for DVD players confiscated from criminals who steal movies," said Ellis. "Instead of being used to steal money from New Zealand's film industry and economy they will now be used to cheer up sick kids."

"This is a great way to 'recycle' the tools of piracy," said Mark Crooke, Operations Manager for Warner Brothers Pictures. "Warner Brothers is pleased to donate movies to help entertain the kids at the Starship Hospital."

The charges Assi faced arose from a raid conducted by the New Zealand Police in January this year, a raid resulting from a three-month joint investigation involving the Police, Department of Internal Affairs, the Film and Video Labeling Body and NZFACT.

Along with the DVD players, the raid also saw the seizure of 59 VCR which were also used to reproduce pirated copies when police entered the premises. Over 30,000 pirated DVDs of various movies were seized, including copies of the Bollywood blockbuster "Saawariya." The raid was the largest ever single seizure of pirated discs in New Zealand, dwarfing the seizure of 18,000 pirated discs in 2006.

"This is a significant result for New Zealand's film production and distribution industries, as it emphasizes the importance of IP rights and the need to protect them," said Tony Eaton, Executive Director of NZFACT. "That we can donate the confiscated DVD players to a very good cause is the icing on the cake".

Starship Foundation CEO, Andrew Young, said the donation of the DVD players and DVD movies could not have come at a better time for the hospital.

“Last week we had a DVD player break down in our neonatal intensive care unit, so that service is thrilled to have a replacement available so quickly – without delving into already-strained public health budgets. We also have many patients on the wards who will be entertained while undergoing lengthy or difficult treatments, as well as some families who will be able to take a DVD player home to relieve boredom during their recovery.”

Mr Young said DVD players were also used by staff for health promotion and internal training as well as teaching parents of patients about various illnesses and treatment processes.

“As a charity, the Starship Foundation can make great use of new and as-new items. While donated funds will always help us meet our many fundraising targets, donated products help to make life a lot more comfortable and enjoyable for patients, their families and staff. Anything to cut stress levels is a huge bonus in our busy, national children’s hospital,” Mr Young says. “We’re thrilled to be the first public beneficiary of forfeited items from the NZ Federation Against Copyright Theft and the Motion Picture Association”.

### ***Piracy in New Zealand***

A study undertaken by independent research firm LEK Consulting on behalf of the Motion Picture Association (MPA) showed that piracy cost the film industry in New Zealand an estimated 25 percent of the potential market in 2005 – \$70 million. Internet piracy via P2P file-sharing networks is a significant concern and accounts for the majority of New Zealand movie industry losses – an estimated \$33 million in lost consumer spending in 2005. NZFACT represents the MPA in New Zealand.

**About NZFACT:** *The New Zealand Federation Against Copyright Theft was established in 2005 by the Motion Picture Association to protect the film industry in New Zealand from the adverse impact of copyright theft. NZFACT works closely with its members, government and enforcement authorities to protect the New Zealand film and television industry, retailers and movie fans. NZFACT members include: Walt Disney Studios Motion Pictures, New Zealand; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc and Roadshow Entertainment NZ Ltd.*

*NZFACT works in association with the Motion Picture Association, which represents the interests of the film industry across the world. NZFACT also has an alliance with the Recording Industry Association of New Zealand to share information regarding copyright infringement, and is a member of the recently-formed Anti Counterfeiting Group, which represents the interests of New Zealand’s major intellectual property stakeholders, such as the music industry, computer software and publishing. NZFACT has a nationwide hotline that enables the reporting of film copyright theft 24 hours a day, 7 days a week: 0800 267 9744. For more information about the NZFACT, please visit [www.nzfact.co.nz](http://www.nzfact.co.nz).*

# # #

**For more information, contact:**

Tony EATON  
Executive Director  
NZFACT  
64-9-361 4941