



NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



For Immediate Release

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PIRATE INTERNET DOWNLOADER SENTENCED TO COMMUNITY SERVICE, PAY DAMAGES

Taupo Man Pleaded Guilty to Using Computer for Dishonest Purposes

Auckland – Today, the Taupo District Court sentenced 56-year-old Rodney Holloway to 200 hours of community service, as well as a damages payment of \$6,253.16 to the New Zealand Federation Against Copyright Theft (NZFACT) for offences under the Crimes Act arising from his downloading of pirated movies via the Internet. On January 9, Holloway pleaded guilty to three charges of accessing a computer system for dishonest purposes for his own advantage.

After NZFACT received information that a Taupo man was illegally downloading pirated films via the Internet, on September 8, 2005, police executed a search warrant at Holloway's home, during which they discovered copies of pirated movies that had been downloaded to his personal computer. Some of the titles that had been downloaded were showing at cinemas throughout New Zealand at the time of the raid and had not been released in home video formats anywhere in the world.

"NZFACT and our member companies are very pleased to see New Zealand's courts firmly enforcing the country's laws in relation to intellectual property theft and movie piracy," said Tony Eaton, Executive Director of NZFACT. "This sentencing sends a powerful message that respect for copyright is important, and that there is a price to pay for copyright infringement."

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.

Piracy in Asia-Pacific

In 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 legal actions.

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: Village Roadshow Limited; Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc. 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.

About the MPA: The Motion Picture Association (MPA) represents the interests of major motion picture companies in the global marketplace. On behalf of its Member Companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Encino, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA's anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA Member Companies include: Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc.

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