

**24 April 2011**

## **Special Screening of '*The Avengers*' to Celebrate World IP Day in New Zealand**

**Wellington – 24 April, 2012** - The much anticipated film, *The Avengers*, will be played at a special screening this Thursday (26 April) for approximately 100 industry and other special guests in Wellington to celebrate World Intellectual Property (IP) Day.

Hosted by the United States Embassy and New Zealand Federation Against Copyright Theft 'NZFACT', World IP Day recognises the role of intellectual property and technological innovations in shaping creative industries.

U.S. Ambassador, Mr David Huebner, said: "The film industry plays a large role in the bilateral relationship between the United States and New Zealand, as witnessed by the tremendous collaboration and cross fertilization of our creative film industries in Wellington and Hollywood. Both have created award-winning productions that capture the hearts and minds of audiences the world over." As this year's World IP Day celebrates "visionary innovators," both countries can rightly be proud of contributions made by our visionary innovators in the motion picture industry.

"Robust and viable intellectual property protection is essential for ensuring that each of these two creative centers has a future. I'm pleased that the United States and New Zealand can celebrate the 12<sup>th</sup> World IP Day together as we continue working to protect intellectual property in our own respective countries and around the world," said Ambassador Huebner.

*The Avengers*, the sixth and latest production from Marvel Studios based on the famous Marvel comic of the same name, stars an A-list cast including Robert Downey Jr, Samuel L. Jackson and Chris Hemsworth.

Graeme Mason, Chief Executive of the NZ Film Commission said: "Thursday evening's screening will be attended by a number of local film community individuals. Our film industry now employs over 22,000 people and in 2011 contributed close to \$3bn to the New Zealand economy."

"We must however continue to advocate for effective measures to address online movie theft as over 150,000 incidences of illegal file sharing of TV and film content took place in New Zealand every month last year. Online infringement poses a significant threat to all 22,000 working in the industry," said Mr Mason.

Tony Eaton, Managing Director of NZFACT said: "We are honored to join the U.S. Embassy in recognising the importance of IP and the people involved in the creation, distribution and exhibition of films.

"We have a thriving industry, which will continue to flourish if respect for IP and the rights of artists is maintained at every level of society in our country. Everyone has a part to play in promoting and protecting the screen community in New Zealand," Mr Eaton added.

\*\*\*Ends\*\*\*

**For more information, please contact:**

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**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 Village Roadshow Ltd.

*The total value added to the New Zealand economy as a consequence of film and television industry activity is approximately \$3 billion.*

*The total employment created in New Zealand as a result is estimated to be 22,000 full time equivalent positions.*

*The total labour income in New Zealand generated as a result of film and television activity is approximately \$1.2 billion.*

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.

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