



NZFACT NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



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MPA AND MUSIC INDUSTRY SIGN ANTI-PIRACY AGREEMENT IN NEW ZEALAND

Agreement Will Strengthen Education, Anti-Piracy Cooperation

Hong Kong – Today, the New Zealand Federation Against Copyright Theft (NZFACT, representing the Motion Picture Association (MPA) in New Zealand, and the Recording Industry Association of New Zealand (RIANZ) signed a Memorandum of Understanding aimed at increasing the effectiveness of the two organizations' copyright education initiatives and strengthening anti-piracy enforcement efforts.

Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific, MPA said, "The MPA is very pleased to see NZFACT entering into this agreement with RIANZ. We are hopeful that strengthened relations will result in enhanced intellectual property awareness throughout New Zealand, as well as more effective anti-piracy operations. We are in complete agreement that piracy is a scourge that is badly harming creative industries in New Zealand and worldwide."

Kevin Holland, Executive Director of NZFACT, added, "Our priority is stopping criminal activity. We also want to make sure the public understands what losses are suffered through copyright theft. That's why our alliance with RIANZ is so important."

RIANZ CEO Campbell Smith said, "Our two industries are experiencing similar problems. Our copyrights are being infringed through physical and on-line piracy and we don't intend to stand by and let it continue."

Smith said he believes that the public needs to have an understanding of intellectual property issues and the damage caused when copyrights are infringed. "We intend to focus on education," he said. "When files are illegally shared on the Internet or when CDs or DVDs are ripped and passed on, the creators suffer. The public needs to understand how copyright works."

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.

About RIANZ: *The Recording Industry Association of New Zealand Inc (RIANZ) is a non-profit organisation representing major and independent record producers distributors and recording artists throughout New Zealand. RIANZ works to protect the rights and promote the interests of creative people involved in the New Zealand recording industry.*

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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