



NZFACT

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



For Immediate Release

14 July 2009

NZFACT statement on Government response to online piracy

NZFACT welcomes the Government's prompt release of their review of s92A of the Copyright Act.

This proposal represents a demonstration of the Government's commitment to ensuring New Zealand's online environment is safe and secure for consumers, ISP's and copyright owners.

We will be reviewing the 9 page proposal and considering our position over the next month prior to making a submission. We look forward to working with the Government and all interested parties during the consultation period that will now follow.

The New Zealand screen industry contributes more than \$2.7 billion to the New Zealand economy and we will be working to ensure this important industry is protected.

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.; 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.

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