



NZFACT

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



FOR IMMEDIATE RELEASE

27th June 2008

POLICE UNPLUG PIRATE MOVIE BURNER & INTERNET SALES OPERATION

**Operator Arrested & Charged with Copyright Offences,
Computer Equipment and Pirated Movies Seized**

Auckland: On 27th June, Hamilton police officers from the North Hamilton Criminal Investigation Unit supported by investigators from the New Zealand Federation Against Copyright Theft (NZFACT) executed a search warrant at a residential unit in Enderley, Hamilton, arresting a 28-year-old Asian man in the premises.

Police also made extensive seizures of optical disc burning equipment, computers and related equipment and seized approximately 300 DVDs believed to contain pirated movies. The scale of the operation is believed to be considerable but will not be quantified until police have completed forensic examination of the seized computers and pirated movies.

The raid was the culmination of an intensive joint investigation involving the Police and NZFACT after NZFACT investigators discovered pirated movies, computer software and computer games being offered for sale through a Mandarin language web site operated by the arrested man. NZFACT investigators contacted the trader and over the course of the investigation bought a number of DVDs containing infringing movies including "Rambo IV", "Cloverfield" and "Meet the Spartans". At the time they were purchased all titles were either showing or were yet to be released in New Zealand cinemas.

The arrested man has been charged with offences under the Copyright Act and released to appear in Hamilton District Court in July.

"The message we have to those involved or contemplating becoming involved in movie piracy activity is quite simple: don't do it," said Detective Sergeant Neville Ross, the officer who led the police team. "The penalty if convicted for such an offence is a fine up to \$150,000 and/or up to five-years-imprisonment per offence."

"Movie pirates should take note: you're not anonymous on the Internet. You'll be found, charged and face a very real prospect of going to jail," said Tony Eaton, Executive Director of NZFACT. "Movie piracy is not a victimless crime. Every

pirated movie purchased impacts negatively on local economies and local jobs. 'Buy original, See original' and support creativity, local investment and local jobs."

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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