



NEWS RELEASE

For Immediate Release

February 21, 2008

TEM MORRISON LEADS MPA AND NETSAFE INITIATIVE WARNING STUDENTS OF RISKS OF ILLEGAL FILE SHARING

***MPA-Developed File Sharing Education Booklets Distributed at
Education Fair Aimed at Students of 2,700 Schools around New Zealand***

Hong Kong/Auckland - Temuera Morrison led the New Zealand Federation Against Copyright Theft (NZFACT), which represents the Motion Picture Association (MPA) in New Zealand, and NetSafe, New Zealand's leading cybersafety education programme, to distribute an MPA-developed booklet outlining the dangers of illegal peer-to-peer file sharing to teachers attending the Learning@2008 conference at Rotorua today.

The booklet, titled "Illegal File-Sharing: The Risks Aren't Worth It", was developed by the MPA to alert people that users of peer-to-peer (P2P) file sharing services risk exposing their computers to harmful viruses, worms, Trojan horses and annoying pop-ups, and risk data loss and identity theft.

The booklets were distributed at Learning@2008, an Information and Communication Technologies conference run by the Ministry of Education attended by 1,100 teachers, educators and administrators from around New Zealand. 75,000 of the booklets will be distributed by teachers among 11 -18 year-old students at secondary schools.

"The downside of P2P file-sharing illustrates the old adage 'There's no such thing as a free lunch'" said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association. "Using P2P applications to steal valuable intellectual property damages the economy and the creative industries and requires users to upload – often invisibly – content at the same time they are downloading, potentially exposing them and their school to liability."

"NetSafe is pleased to support NZFACT in this education initiative" said Netsafe's Executive Director, Martin Cocker. "This is the first time we have endorsed a brochure produced by another organization but this is an important topic – in addition to abusing intellectual property illegal file sharing potentially exposes users to hidden malicious software and objectionable content."

"Our teachers are playing a vital role in educating New Zealand students about how important it is to respect intellectual property" said Tony Eaton, Executive Director of NZFACT. "This brochure will be a useful resource for that job and also to heighten the hidden potential dangers of file sharing."

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

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging*, US\$1.4 billion to illegal copying* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate \$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for \$1.3 billion.

In 2007, the MPA's operations in the Asia-Pacific region investigated more than 36,200 cases of piracy and assisted law enforcement officials in conducting nearly 13,000 raids. These activities resulted in the seizure of more than 31 million illegal optical discs, 40 factory optical disc production lines and 6,400 optical disc burners, as well as the initiation of more than 10,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.*

**Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD.*

**Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

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. For more information about the NZFACT, please visit www.nzfact.co.nz.

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 Los Angeles, 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. For more information about the MPA, please visit www.mpa-i.org.

About NetSafe: NetSafe is the internationally recognized cybersafety education programme organized by New Zealand's Internet Safety Group (ISG). The ISG, an independent non-profit organisation with members representing community organizations, parents, students business, educators and law enforcement, is the Ministry of Education's 'agent of choice' for cybersafety education in New Zealand.

#

For more information, contact:

Mike Ellis
MPA Asia-Pacific
65-6253-1033

Margaret Fu
MPA Asia-Pacific
852-2785-8677

Tony Eaton
NZFACT
64-9-360-8036