



**NZFACT** NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



**For Immediate Release**  
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## **NZFACT AND AUCTION SITES WORK TOGETHER TO HELP COMBAT MOVIE PIRACY**

Auckland – On March 27, leading New Zealand Internet auction sites *Trade Me* and *Ezytrader* agreed to assist the New Zealand Federation Against Copyright Theft (NZFACT) and the Department of Internal Affairs in the ongoing fight against illegal DVDs being sold online.

This unprecedented agreement in New Zealand has resulted in a modification to the way traders can list DVDs for auction on both sites, forcing them to read and agree to a statement about the authenticity of the material. The statement appears during the process of listing the DVD on the site and before the DVD can be listed, the seller must agree to the statement:

“I certify that the motion picture item I am listing is original and authentic, and I understand that listing a classifiable movie without the New Zealand classification label is illegal and will result in my account being suspended.”

*Trade Me*, New Zealand’s largest Internet auction site with over 1.2 million users, sees 620,000 new listings every week, and DVDs account for 10,000 of these listings.

“When we were approached by NZFACT to assist in the fight against movie piracy, we were more than happy to change our format for listing a DVD,” said Matt Feisst, Ezytrader Director of Operations.

“The request by Ezytrader and Trade Me of their users to confirm the authenticity of DVDs being sold at auction is a valuable step in improving the online experience for buyers, who can now have greater assurance that their purchases are legitimate and not pirated home video product,” said Tony Eaton, Director of Operations for NZFACT, which represents the Motion Picture Association in New Zealand. “In addition, we hope the initiative will provide sellers to reflect on the importance of protecting copyright, which is so important to the country’s economic health and which supports so many businesses and individuals.”

**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 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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