



NEWS RELEASE

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TEMUERA MORRISON RECEIVES HIGHEST RECOGNITION IN ASIA PACIFIC FOR PROMOTING COPYRIGHT PROTECTION

Presented with Motion Picture Association A.C.E. Award 2007

Hong Kong – New Zealand actor Temuera Morrison was the recipient of the second Asia-Pacific Copyright Educator (A.C.E.) Award today in recognition of his outstanding contribution to the protection of intellectual property rights within the Asia-Pacific region.

The Award was presented to Morrison by the Motion Picture Association at the annual CineAsia movie industry convention and trade show, being held in Macau from 4-6 December.

Presenting Morrison with the Award, Mike Ellis, Senior Vice President & Regional Director Asia Pacific Motion Picture Association said, "Perhaps the most challenging and valuable work we perform in our fight against piracy is on the educational front, and in this regard, Temuera Morrison has become the face and voice for intellectual property rights for film and television in New Zealand and beyond."

"His energy, conviction and undaunted belief that every film-loving individual can make a difference by supporting only original copyrighted movies have become the cornerstone of our anti-piracy campaign. I am delighted to present Temuera with this award for his achievements today, and would like to thank him on behalf of the Motion Picture Association for his significant contribution to this important cause."

Temuera Morrison, the hugely popular star of *Once Were Warriors* and *Star Wars: Episode II - Attack of the Clones*, is the face of the "Buy Original See Original" campaign seen in cinemas, DVD stores and secondary schools across New Zealand.

Speaking after receiving the Award, Morrison said: "Wherever I go in New Zealand I tell people that is up to you, your friends, and your family to make a difference and say no to film and television piracy. I believe that they are listening and I am hopeful we are making a difference. I am honoured to receive this award and I would like to thank the Motion Picture Association for their support of the New Zealand film industry in this important fight."

Morrison regularly features in television and radio interviews in the role of spokesperson for the anti-piracy initiative. His most recent appearance, at Sky City Cinemas in Auckland on 29 November, was to launch the new "Buy Original See Original" fridge magnet which is being distributed with new DVD titles including *Shrek The Third*, *Harry Potter and the Order of the Phoenix*, and *The Bourne Ultimatum*.

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 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 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.

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