



NEWS RELEASE

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NETSAFE COMPETITION WINNERS OFF TO LONDON TO JOIN INTERNATIONAL YOUTH INTERNET CONGRESS

Online Piracy Prompts NZFACT and RIANZ Support for NetSafe's Latest Initiative Raising Awareness on Internet Risks Faced by Young People

Hong Kong/Auckland: Five teenage NetSafe Ambassadors have won an all expenses paid trip to London to represent New Zealand at the first ever International Youth Advisory Congress (IYAC) on internet safety and security. The five wrote winning scripts for a clip in NetBasics, Netsafe's award-winning animated computer security series.

The New Zealand Federation Against Copyright Theft (NZFACT), representing the Motion Picture Association in New Zealand and the Recording Industry Association of New Zealand (RIANZ) sponsored the promotion of the competition, supporting its focus on the computer security risks of downloading pirated movie and music.

On July 14, the five winners will fly to London for the once-in-a-life-time experience attending the IYAC, a global event, hosted by the Child Exploitation and Online Protection Centre in the UK, involving nearly 200 young people in the development of a U.N. charter for children's wellbeing online. On completion of the workshops the teenagers will meet celebrities and sport stars at a special "changemakers" event at Twickenham Rugby Stadium.

"The IYAC offers these exceptional young people a chance to make a positive impact in future decisions about young people and the net" said Martin Cocker, Executive Director of NetSafe.

"Digital piracy is the threat to the movie industry and other creative industries in New Zealand and many other countries in the world," said Mike Ellis, President and Managing Director, Asia-Pacific for the Motion Picture Association. "Where consumers gather particularly the younger more vulnerable consumers, so do criminals. It is vital that we make our young people aware of the respect that creative content deserves, and safe from the risks associated with illegal file sharing. Our work with NetSafe is a great opportunity to do both."

"Pirates will take creative content from any and every source and distribute it online – it's all about the money for them," said NZFACT's Executive Director, Tony Eaton. "The more the creative industries and other stakeholders like RIANZ and NetSafe cooperate, the more effective we can be in fighting these criminal. This project is a great opportunity to help raise our young people's awareness about the downside of piracy."

NetSafe launched the NetBasics website www.netbasics.org.nz on Wednesday April 9. It provides advice to help New Zealanders keep their personal computers, data and information protected and secure. The cooperation between NZFACT, RIANZ, and NetSafe on the NetBasics script writing competition marks a growing relationship between the organizations. NZFACT and NetSafe are scheduled to sign a Memorandum of Understanding for future cooperation and, in February this year, Temuera Morrison headed an NZFACT-Netsafe education outreach programme providing 75,000 copies of an MPA-developed booklet outlining the dangers of illegal peer-to-peer file sharing among New Zealand students.

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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 US\$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for US\$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.; Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc and Roadshow Entertainment NZ Ltd.

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 and Motion Picture Association - International (MPA) represent 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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