



NEWS RELEASE

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TEMUERA MORRISON TO ATTRACT FILM LOVERS TO ANTI-PIRACY CAUSE

Launches "Buy Original See Original" Fridge Magnet at Sky City Cinemas

Auckland/Hong Kong –Auckland: Kiwi actor Temuera Morrison was in Auckland today to launch an initiative designed to attract everyday New Zealanders to the fight against film and television piracy.

Sky City Cinemas in Queen Street, Auckland, hosted the start of a campaign where 125,000 "Buy Original See Original" fridge magnets will be distributed in cinemas, and along with new DVDs, to film lovers.

Speaking at the event, Temuera Morrison said: "Film piracy is not just something that happens in a vacuum. It hurts our industry and threatens the jobs of fellow Kiwis. I'd like to thank all of those people who have shown their support in putting a stop to this crime, and I'd like to encourage each and every one of you that you too can make a difference by saying no to pirating films and TV shows."

The initiative is being driven by the New Zealand Federation Against Copyright Theft (NZFACT), the local arm of the Motion Picture Association (MPA). It is supported by local film distributors who will include the fridge magnet with the release of their new DVDs, including the titles Shrek the Third, Harry Potter and the Order of the Phoenix, The Bourne Ultimatum and Bro'town.

The fridge magnets will also be handed out to members of the public going to the movies at Sky City and Hoyts Cinemas. Matthew Leibmann, General Manager of Sky City Cinemas, said: "Movie goers love the high-quality experience of seeing their favourite films on the big screen, in comfortable surroundings, and as part of an audience. We're pleased to lend our support to this important campaign, which recognizes that piracy is not a victimless crime, and that we must all do our part to prevent it eating away at our industry and our communal enjoyment of movies."

In New Zealand to attend the event, Edward Neubronner, Director of Operations for the Motion Picture Association said: "New Zealand has a wonderful film industry, recognized all over the world for its innovative screen stories, employing thousands of highly creative people, and providing a great boost to the economy. But all this is under threat unless we act to stop piracy now. Having "Jake the Muss" speaking to film goers and school students is a great start."

Film lovers can report piracy by going to www.stopmoviepiracy.co.nz <<http://www.stopmoviepiracy.co.nz>> or calling 0800 COPYRIGHT or 0800 267 974.

In June, Temuera Morrison introduced the "Buy Original; See Original" anti-piracy campaign to consumers via posters and flyers in cinemas and DVD stores across New Zealand, and in August took the message into 2,700 schools across the country.

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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