



NZFACT

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



FOR IMMEDIATE RELEASE
April 22, 2008

NEW ZEALAND CALLS ON CONSUMERS TO MAKE EVERY DAY WORLD INTELLECTUAL PROPERTY DAY

*NZ Marks WIP Day With National IPR Competition Prize Giving and
Launch of New Anti-Movie Piracy Trailer*

Auckland – New Zealand is marking World Intellectual Property Day with the culmination of a nationwide IPR competition for students and the launch of an anti-movie piracy trailer featuring local hit *“Sione’s Wedding”*. The events were coordinated by the New Zealand Federation Against Copyright Theft (NZFACT), representing the Motion Picture Association in New Zealand, and were designed to raise awareness among students and consumers of the economic damage caused by intellectual property theft.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. The day is primarily a chance to reflect on the importance of human innovation and celebrate the important role that IP plays in our daily lives.

On April 16, NZFACT Executive Director Tony Eaton joined New Zealand’s Associate Commerce Minister Judith Tizard and other creative industry representatives at a prize-giving ceremony celebrating the creativity and hard work of young New Zealanders. The winner of the 2007 Respecting Creativity Competition, Yang Gan, who was a Year 13 student at Hutt International Boys’ School at the time, designed a logo and poster with a message encouraging people to respect copyright laws.

April 22 sees the launch of a NZFACT-developed anti-piracy trailer featuring a poster of *“Sione’s Wedding”* being burned at the official launch of the SkyCity Cinemas complex on Tuesday, April 22, in Albany, Auckland. The cinema opens with the New Zealand premier of *“Iron Man.”*

The trailer invites consumers to consider the question “What Are You Really Burning?” when downloading and burning copies of pirated movies. Burning pirated movies harms the movie industry and reduces the quality and range of movies available to consumers.

Associate Commerce Minister Judith Tizard said: “Movies like *“Sione’s Wedding”*

provide enjoyment to millions of people and give a real boost to the New Zealand economy, directly through the jobs they create and indirectly through the tourists they attract to visit us. We should all respect copyright – by saying “No!” to piracy. Like stealing from someone’s home or business, piracy is theft.”

“We were delighted for “*Sione’s Wedding*” to be used in this anti-piracy trailer and sincerely hope that it helps persuade consumers to say “No!” to piracy, “said John Barnett, Producer of “*Sione’s Wedding*”. “The New Zealand movie industry provides jobs for thousands of Kiwis, and they suffer when pirates steal our creations.”

On August 25, 2006, the Manukau District Court sentenced 42-year-old John Houston to two years imprisonment for illegally copying and distributing pirated movies. This was the first ever prison sentence awarded for movie piracy under New Zealand’s Copyright Act. Houston had four hundred and eighty-six movie “masters” on a server at his home, one of which was “*Sione’s Wedding*.”

“People pay a bit more attention to piracy and other IP issues on World Intellectual Property Day,” said NZFACT’s Tony Eaton. “However, piracy causes massive damage every day to the legitimate movie production and distribution industries here in New Zealand, and throughout the world. As more consumers become aware of the damage piracy causes, I believe more consumers will say “No!” to piracy – every day, not just on World Intellectual Property Day.”

Respecting Creativity Competition 2008

The student competition, administered by the Ministry of Education with the active support of the Ministry for Economic Development and the Copyright Council of New Zealand, will be run again in 2008 with the theme of respecting creativity. Students can choose between developing design work, a short film, soundtrack or an article for an intellectual property rights campaign aimed at their peers in the under-18 age group. The competition is open to all Y11-13 students with a closing date of October 28.

Students can kill two birds with one stone by entering the competition – entries can be developed as part of the assessment of relevant achievement standards and unit standards in a wide range of creative courses.

Full details of the 2008 competition can be found at www.nzfact.co.nz and www.lovemusic.co.nz/site/

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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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