



NZFACT

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



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PIRATE DVD RING USED VIDEO STORE INSIDER Police raid on home uncovers DVD manufacturing operation

Wanganui: On 2 August, at Wanganui Police Station, a 26-year-old man and his girlfriend, who was recently employed at a local video store, were charged with making and selling pirated DVD movies. They face fines of up to \$150,000 per offence and/or five years in prison.

Tony Eaton, Executive Director of the New Zealand Federation Against Copyright Theft (NZFACT) said, "This blatant attempt to rip off DVD movies by the hundreds of copies seriously puts in jeopardy a small community business that has employed local residents for years. This incident highlights the serious threat movie piracy poses to jobs and businesses for everyday New Zealanders, and it will not be tolerated."

On 2 August, police, supported by an investigator from NZFACT, raided the male defendant's Wanganui home and seized hundreds of pirated DVDs including "Transformers", "Disturbia" and "The Break Up" – titles recently released or yet to be released in cinemas.

Police also discovered DVD burning equipment, "Nero" software used for burning DVDs, and stacks of blank DVDs and DVD sleeves.

A "Buy Original; See Original" anti-piracy campaign was recently launched in cinemas, DVD stores and schools by well-known actor Temuera Morrison. The campaign urges movie lovers to reject pirated copies of DVDs and to support the film industry by buying only original copies of DVDs.

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-Pacific

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.

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.

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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