



NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



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NEW ZEALAND'S CREATIVES SPEAK UP ON WORLD IP DAY

Education and Awareness Key to Success on World Intellectual Property Day

On Thursday 26 April the New Zealand Federation Against Copyright Theft (NZFACT) co-hosted World Intellectual Property Day to celebrate creativity and encourage the protection of intellectual property.

Established by the World Intellectual Property Organization (WIPO) in 2001, World Intellectual Property Day is held each year on 26 April to "raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe".

NZFACT headed up an initiative alongside other creative organizations including Australasian Performing Right Association (APRA), Recording Industry Association of New Zealand (RIANZ), Copyright Licensing Ltd (CLI) and the New Zealand Government, represented on the day by Associate Commerce Minister, Judith Tizard.

As minister responsible for intellectual property issues, Judith Tizard said: "These people work hard to create, and their success depends very much on the level of respect we as consumers have for their intellectual property rights. New Zealand has good intellectual property rules, and this makes it a good place for creators and people who use creative works in their businesses."

Speaking at the event, NZFACT Executive Director Tony Eaton said World Intellectual Property Day was a perfect opportunity to promote the protection of New Zealand's creative industries from copyright infringement.

"This is just one of many initiatives that we're supporting to help safeguard our \$2.6 billion screen industry from movie piracy. Already this year we've

launched a 'Buy Original – See Original' cinema campaign, a hotline number, 0800 COPYRIGHT, and a piracy reporting website, www.stopmoviepiracy.co.nz.

"We see World Intellectual Property Day as part of an ongoing education campaign that extends beyond cinemas to the classroom and the community so no one can be left in any doubt that copyright infringement is a crime that hurts everyone."

In an extension of the awareness program, NZFACT has created a DVD to use in their educational outreach planned for later in 2007. The 1 min 30 sec showreel, supported by the Copyright Council and the Ministry of Economic Development, features three high profile spokespeople from the arts: actor Michael Hurst, Good Night Nurse band member Joel Little, and author Alan Duff. The DVD is aimed at encouraging secondary school students to respect intellectual property rights by avoiding unauthorized file sharing of copyrighted movies and music. The rights to the DVD have been purchased by the Copyright Council for three years.

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: Village Roadshow Limited; 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. 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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