



NZFACT

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



FOR IMMEDIATE RELEASE

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TEMUERA MORRISON LEADS FIGHT AGAINST MOVIE PIRACY

A comprehensive campaign aimed at calling on the New Zealand public to play their part to help prevent movie piracy rolls out across cinemas and home video stores this June.

The “Buy Original See Original” campaign features the hugely popular New Zealand actor Temuera Morrison, the star of “Once Were Warriors”, “River Queen” and “Star Wars: Episode II – Attack of the Clones”, in an appeal to movie lovers to influence their friends and families to refuse to participate in the illegal movie trade.

“Movie piracy is not a victimless crime,” said Temuera Morrison. “There are thousands of New Zealanders who work in our creative community – writers, directors, actors and those working in cinemas and DVD stores whose jobs are under threat from piracy. It’s up to all of us to reject pirated movies and put these movie thieves out of business.”

Morrison will appear on “Buy Original See Original” posters in cinemas and home video stores, and audiences will recognize his voice on the new anti-piracy movie trailer that will play before movie screenings.

The anti-piracy poster will be distributed throughout New Zealand’s 109 cinemas and home video stores, while 50,000 smaller A5 versions of the poster will be slipped into blank DVD jackets and positioned on DVD rental outlet shelves, visible to patrons choosing their favorite movies.

A focus of the “Buy Original See Original” campaign is to make cinema staff and New Zealand's movie goers more aware of the damaging effects of illegal recording of movies still showing in the cinemas. Pirate camcording, which typically occurs at the very start of the movie distribution cycle, directly affects the economic opportunities for the film throughout its existence. Films typically are camcordered in the first few days of their release, then distributed in digital form worldwide on peer-to-peer file-sharing networks and via other online outlets.

NZFACT will be providing cinema owners throughout New Zealand with information material aimed at assisting staff identify and take appropriate action to prevent incidents of camcording in their theatres.

Amongst the suggestions, cinema staff are recommended to:

- Be especially vigilant during the opening days of a new release movie when an illegal copy is more likely to be made. Camcord pirates also favour cinemas with small crowds.
- Look for unusual behavior like large coats in summer which could be camouflaging camera equipment.
- Monitor the theatre five minutes before screening which is when camcord pirates are likely to set up their equipment.

- Pay attention to seating arrangements. Camcord pirates often try to place themselves in the absolute centre of the cinema or try to shield themselves by having accomplices sit on either side of them.
- Be on the lookout for patrons who are using their cell phones to make unauthorized copies of the movie.
- Look out for glowing lights. Often camcord pirates are unable to fully conceal the small glowing light on the camcorder or cell phone camera.

Says Tony Eaton, Executive Director of the New Zealand Federation Against Copyright Theft, "Movie piracy undermines not only the legitimate businesses responsible for making the movies we love to see, but also our local businesses involved in distribution and exhibition. We have had five incidents of illegal camcording reported to us over the last six months and it is anticipated that this outreach campaign will further elevate awareness amongst cinema employees to this type of unauthorized activity."

Worldwide, camcorded copies comprise around 90 percent of early release pirate discs. Individual governments are taking legislative measures to fight the global threat of piracy by outlawing the use of handheld cameras for surreptitiously copying movies in cinemas. Malaysia and Canada are currently drafting stand-alone anti-camcord laws, while bills have already been passed in the US, Hong Kong and Japan.

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.

For more information, contact:

Tony EATON

Executive Director

New Zealand Federation Against Copyright Theft

Ph 09 479 1602

Mob 021 304 228

Tony.Eaton@nzfact.co.nz