



**NZFACT**

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



Affiliated with

**For Immediate Release**

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## **COMIC BOOKS THE LATEST ADDITION IN ANTI-PIRACY EDUCATION DRIVE**

The latest addition in the New Zealand Federation Against Copyright Theft's public education drive aims to spread the anti-piracy message at the cinema this school holiday season.

Children watching the latest releases at their local cineplex over the coming weeks will receive the comic book, *Escape from Terror Byte City*, which was launched today at Wellington's Reading Cinema by Motion Picture Association executive vice-president and chief policy officer, Greg Frazier.

Raising the level of awareness around piracy's effects – particularly among the young – was crucial in preserving the vitality of the screen industry, said Mr Frazier.

"There's no doubt piracy has hurt the film industry worldwide. It jeopardises the ability for a movie to make money – if at all – and this impacts on the level of investment available for new films.

"It's always the smaller, local screen industries – like New Zealand's – that suffer the effects of piracy the most because they're the ones that can least afford any loss of income."

The comic book joins a range of education initiatives launched in the past year. These include:

- Delivery of 130,000 English and te reo maori education brochures to schools
- The creation of a new anti-piracy trailer for use in the cinemas
- A collaboration with the Ministry of Education to incorporate the teaching of intellectual property issues into the school curriculum

The latest initiative will see some 17,000 comic books distributed through the Reading, SkyCity and Hoyts cinema groups.

Commerce Minister Simon Power said: "I welcome this initiative as part of an education campaign to raise awareness of the costly effects of piracy on New Zealand's creative industries. The government is committed to working with all stakeholders to address this issue."

The comic book aimed at five to ten-year-olds tells the story of Jeremy and Ben who become trapped in a virtual city after downloading an unauthorised copy of a movie from a peer-to-peer filesharing site.

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Mark Kendrick, New Zealand operations manager for Reading Entertainment, said the cinema group was proud to support the comic book's launch.

"We all have a role to play in helping crack down on piracy. Piracy does affect everyone, from the people who work to make the movies, to those that distribute and screen them."

"Ultimately, the movie-going public suffers because fewer movies get made or the production quality is affected due to a lack of funds for investment."

NZFACT executive director Tony Eaton said while there needed to be deterrents for illegal filesharers, education was ultimately the most important tool in preventing copyright infringement.

"Only the public can put movie pirates out of business – by saying no to pirated material and supporting the investment, creativity and hard work from the people that give us the movies we love."

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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.

**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.*

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