



NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



FOR IMMEDIATE RELEASE

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NZFACT ENCOURAGED BY NZ GOVERNMENT'S RESOLVE TO COMBAT ONLINE PIRACY

Commerce Minister's reiteration of the need to tackle illegal file-sharing through legislation welcomed

Auckland, 24 March 2009 – The New Zealand Federation Against Copyright Theft (NZFACT), representing the Motion Picture Association (MPA) in New Zealand, welcomed the New Zealand government's resolve to enhance new legislation that requires Internet Service Providers (ISPs) to put in place policies that protect copyright.

The government announced yesterday its intention to rework Section 92A of the Copyright Act 1994, which targeted illegal file-sharing of copyrighted works and was scheduled to come into force on 27 March. Commerce Minister Simon Power, in making the announcement delaying the implementation of this provision also confirmed the government's commitment to combat unlawful file – sharing which facilitates copyright infringement on a large scale.

"We welcome the Minister's reiteration of the importance of the need to tackle through legislation the problem of illegal file-sharing and its knock-on effect on copyright infringement, not to mention its detrimental effect on New Zealand's creative industries, and the role ISPs have to play in this matter," said Tony Eaton, Executive Director of NZFACT.

"We are, however, disappointed with the delay in the implementation of the law, which we think is of the utmost urgency in dealing with online piracy. While we are currently determining the reasons for the decision and the amendments being considered, we are looking forward to a speedy resolution of the outstanding issues and remain committed to continue working with ISPs, the government and other parties to address them".

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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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