

For Immediate Release

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NZFACT CONGRATULATES SUCCESS OF IP OFFICE AT BUSINESS AWARDS

Auckland, 3 June 2009 – The New Zealand Federation Against Copyright Theft (NZFACT) is pleased to acknowledge the success of the Intellectual Property Office of New Zealand (IPONZ) at the Vero Excellence in Business Support Awards held on 28th May

The Vero Excellence in Business Support Awards provide organisations an opportunity to benchmark their businesses against others. The black tie event was held in Auckland at Logan Campbell Centre and was attended by the Prime Minister John Key and leaders of business.

IPONZ won the Award in the Government Department Category and was a finalist in the Public and Private sector Partnership Category.

Following the presentation of the Award, the Manager of IPONZ, Ross Van der Schyff, said: “Raising awareness and understanding of intellectual property assets is an essential strategy for IPONZ, and our work is made all the more effective by our partnerships and alliances with private sector organizations like NZFACT. A country knowledgeable and respectful of intellectual property is fundamental to innovation, economic growth and productivity.”

Tony Eaton, Executive Director of NZFACT congratulated IPONZ on its success at the Awards, saying: “The development and protection of intellectual property is vital to the success and competitiveness of New Zealand business, and we are proud to partner IPONZ through our initiatives to educate New Zealanders about the value of intellectual property in filmed entertainment.”

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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