

FOR IMMEDIATE RELEASE
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NZFACT COORDINATES LAUNCH OF TE RE MAORI BOOKLET WARNING OF P2P FILESHARING DANGERS

*National Library, PricewaterhouseCoopers, the Film and Video Labelling Body
and the Office of Film and Literature Classification Cooperate to Support te re
Maori and Build Copyright Respect*

Wellington: On Monday the 9th of February, The New Zealand Federation Against Copyright Theft (NZFACT), representing the Motion Picture Association in New Zealand, in association with AnyQuestions.co.nz/UiaNgāPātai.co.nz, PricewaterhouseCoopers (PwC), and the Film and Video Labeling Body, today launched a te reo Maori version of “Illegal File-Sharing: The Risks Aren’t Worth It”, an educational booklet outlining the dangers of illegal peer-to-peer file sharing. 12,000 copies of the booklet will be distributed to speakers of te reo Maori.

Tony Eaton, NZFACT Executive Director, was joined at the launch ceremony held in the National Library of New Zealand in Wellington by the Chief Censor, Bill Hastings, Chris Budge of PwC Forensic Services, Bill Hood, FVLB Executive Secretary, Geraldine Howell, Director Services to Young New Zealanders, Steve Knight, Associate Director National Digital Library, and Anthea Hamlet and Annie Coppell AnyQuestions.co.nz / UiaNgāPātai.co.nz.

Last year Temuera Morrison headed an NZFACT education outreach programme which saw the distribution of 75,000 copies of “Illegal File-Sharing: The Risks Aren’t worth It” among New Zealand students. The booklet was developed by the Motion Picture Association to alert people that users of peer-to-peer (P2P) file-sharing services risk exposing their computers to harmful viruses, worms, Trojan horses and annoying pop-ups, and risk data loss and identity theft.

Huata Kingi, who translated the booklet into te reo Maori said “The copyright owners deserve remuneration from people who download illegally. If this pamphlet stops some of the activity, that is a good thing.”

“Creativity is about looking forward, creating new things but we must remember and respect where we came from,” said Tony Eaton, Executive Director of NZFACT. “As a proud Kiwi I am delighted to have the chance to play a small part

in supporting te reo Maori, one of our national languages. I would also like to thank AnyQuestions.co.nz/UiaNgāPātai.co.nz and NZFACT partners PwC, RIANZ, FVLB and the OLFC who worked with us on this project as part of their ongoing sponsorship programme with NZFACT. Copyright theft is wrong – in every language.”

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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