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## **STAR WARS' STAR GOES BACK TO SCHOOL TO CELEBRATE WORLD IP DAY**

***Joins Minister Simon Power in commending stand-out students***

AUCKLAND – Star Wars actor Temuera Morrison joined Commerce Minister Simon Power and senior representatives from the creative industries today at an event in celebration of World Intellectual Property Day.

The Minister and the well-known Kiwi actor were special guests at a prize-giving presentation for the Intellectual Property Design Competition, held at Hutt International Boys' School (HIBS) in Upper Hutt.

The day was co-sponsored by three intellectual copyright agencies, including the New Zealand Federation Against Copyright Theft (NZFACT), the Recording Industry Association of New Zealand (RIANZ) and the Australasian Performing Rights Association (APRA).

Speaking at the presentation, Minister Power said: "As we can see by the talents of the prize winners today, there are capable young people out there who will be our next chart-topping musicians, world-famous creators, and prize-winning inventors. Their work is truly inspirational and provides a great showcase for the next generation of creative New Zealanders."

Special guest Temuera Morrison said: “Movies are a great example of intellectual property. They are the result of brilliant ideas transformed over time by highly creative people into wonderful screen experiences for everyone to enjoy. New Zealanders should be very proud of the films we make and the talented people who make them.”

The winning entries were designed by Stephen Hedges, HIBS (1<sup>st</sup> Prize of an Apple laptop, books, DVDS and a 1-year Gold Pass from Sky Cinemas), Meg Howie, Nelson College for Girls (2<sup>nd</sup> Prize of an Apple iPod, DVD movies and movies passes from Sky Cinemas) and Jason Felderhof, HIBS, (3<sup>rd</sup> Prize of an Apple iPod, DVD movies and movies passes from Sky Cinemas).

World IP Day is an initiative of the World Intellectual Property Organisation (WIPO), and has been celebrated annually on April 26 since its inception in 2001.

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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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