



**NZFACT**

NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



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## **TEMUERA MORRISON GOES BACK TO SCHOOL** **Kiwi actor takes lead role in movie anti-piracy campaign**

Auckland: Secondary schools throughout New Zealand have been sent movie posters featuring Temuera Morrison for their classrooms, but the *Once Were Warriors* star is promoting a serious message rather than a new film.

In a major nationwide campaign to highlight the problem of film and television piracy in New Zealand, 4,000 posters recommending students “Buy Original; See Original” have been distributed to over 2,700 secondary schools across the country. The posters feature hugely-popular New Zealand actor Temuera Morrison (*Once Were Warriors*, *Star Wars: Episode II – Attack of the Clones*, *River Queen*), in a pose appealing to school children to do their part by only buying legitimate copies of their favorite films.

“Movie piracy is now a global epidemic and we all have to work towards stamping it out. That means you, your family, your friends, their family, their friends. We can all help by refusing to be a part of this illicit and illegal trade,” Morrison says on the poster.

The campaign is an initiative of the New Zealand Federation Against Copyright Theft, supported by the Ministry of Education. Kicking off the campaign, Ministry of Education Group Manager Schooling Implementation, Kevin Wilson said, “Schools actively teach and promote information and communication technology, so they’re an ideal place to remind students of their legal obligation not to download or copy movies. And having ‘Jake the Muss’ promote the message is a real plus.”

Tony Eaton, Executive Director of the New Zealand Federation Against Copyright Theft, said “With piracy costing the film industry in New Zealand over \$70.8 million in lost revenue each year, it has never been more urgent that the younger generation understand the moral and commercial value of creative copyright. Our students are the filmmakers and creators of tomorrow, and it is important that we all join together to ensure the film and television community survives to provide jobs for them in the future.”

The “Buy Original; See Original” message will be visible concurrently with the “Make A Difference” anti-camcording campaign which was launched in all New Zealand cinemas and DVD stores in June.

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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.*

## *Piracy in Asia-Pacific*

*In 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 legal actions.*

*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.*

*About the MPA: The Motion Picture Association (MPA) represents the interests of major motion picture companies in the global marketplace. On behalf of its Member Companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Encino, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA's anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA Member Companies include: Buena Vista International, Inc.; 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.*

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