



NEW ZEALAND FEDERATION AGAINST COPYRIGHT THEFT



FOR IMMEDIATE RELEASE

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MARKET STALL MOVIE PIRATE CHARGED WITH 33 OFFENCES

Swift action by Police shuts down DVD lab

Auckland: A 28-year-old man was charged at Auckland District Court with 32 offences under the Copyright Act and one offence under the Crimes Act just hours following a raid on a home in Blockhouse Bay in which police netted hundreds of pirated movie DVDs. The penalties for copyright offences carry a maximum five years imprisonment and/or up to \$150,000 per offence.

The man was arrested on 3 July for selling counterfeit DVD movies on a regular basis at markets in Auckland and Hamilton.

The operation, conducted by New Zealand Police with assistance of the Department of Internal Affairs (DIA) and representatives from the New Zealand Federation Against Copyright Theft (NZFACT) also discovered computer equipment alleged to have been used as a DVD-R laboratory.

Amongst the pirated movies taken from the lab were copies of "Shrek The Third", "Pirates of the Caribbean: At World's End" and "Astronaut Farmer" - films that are either currently playing, or are yet to be released in cinemas in New Zealand.

Tony Eaton, Executive Director of NZFACT said, "Movie pirates have no place flogging illegitimate copies in our community, and they face serious penalties if they do. Copyright theft is wrong, hurts New Zealand businesses like cinemas and DVD stores, and puts at risk the protected works of our creative community."

A campaign aimed at calling on the New Zealand public to help prevent movie piracy was rolled out across cinemas and home video stores in May. "Buy Original; See Original" features the hugely-popular New Zealand actor Temuera Morrison ("Once Were Warriors", Star Wars: Episode II – Attack of the Clones, River Queen), appealing to movie lovers 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," says Morrison in the campaign.

A new anti-piracy movie trailer with a voice over from Temuera Morrison will be shown in all 109 cinemas across New Zealand during the school holidays.

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: 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. 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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