



NEWS RELEASE

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FILM INDUSTRY REVS UP ANTI-PIRACY CAMPAIGN FOR 600 NEW ZEALAND STUDENTS

“What Are You Really Burning?” Campaign to Raise Public Awareness of How Piracy Damages the Country’s Economy, Job Prospects and the Film Industry

Hong Kong / Auckland – The New Zealand film industry’s “What are you really burning?” campaign was stepped up today with the launch of the first of 6,000 posters being distributed to 2,700 schools throughout the country. The posters, featuring art work for the award winning New Zealand film “Sione’s Wedding”, were unveiled today by Kiwi film icon Temuera Morrison in front of 600 students at Hamilton High Boys School, and encourages New Zealand’s young people to think about the damage burning, downloading and purchasing pirated films does to the country’s film industry.

The “What are you really burning?” campaign was kicked off in April this year with the launch of a 30-second anti-piracy trailer showing a “Sione’s Wedding” poster going up in flames while a message, voiced by Temura Morrison, prompts New Zealanders to consider that buying, burning and downloading pirated movies threatens the future of the film industry and the jobs and economic prosperity it creates.

The trailer is now being supported by the 6,000 posters being distributed in schools and by DVD inserts being rolled out in DVD rental and retail stores and cinemas nationally, all containing promotional material from “Sione’s Wedding”.

The “What are you really burning?” campaign is being supported by educators filmmakers, actors, film production company Park Road Post, the Film and Video Labelling Body and the following cinema and home video distribution businesses: Hoyt’s, SkyCity, Readings, Independent Cinemas, Civic, Blockbuster, United and VideoEzy.

“Today’s students are tomorrow’s creators,” said Mark Wilson, Deputy Principal, Hamilton Boys High School. “It is vital that they understand that the theft of creative products like movies today can damage their future employment prospects in the creative industries.”

“While “Sione’s Wedding” had the biggest opening weekend of any New Zealand film, piracy cost an estimated US\$208,482 (NZ\$300,000) in lost box office returns and a further US\$138,988 (NZ\$200,000) in DVD sales,” said John Barnett “Sione’s Wedding” Producer and Chief Executive of South Pacific Pictures. “Losses of that size endanger the production of future films and put film industry jobs at risk.”

“We were pleased to help with the production of the anti-piracy trailers,” said Aimee McCammon, General Manager of Park Road Post. “Movie pirates steal the results of other

people's hard work and undermine our whole industry. Everyone in the industry needs to contribute to fight piracy."

"This is an excellent initiative where everyone involved in the NZ film industry has stepped forward," said Mike Ellis, President and Managing Director, Asia-Pacific for the Motion Picture Association. "Our joining hands to seek the support of every New Zealander brings over the message clearly. This cross-industry support is a model we are promoting across the region."

"This has been a great effort right across the New Zealand film industry, from filmmakers, actors, cinemas / home video distributors and the Film and Video Labelling Body," said NZFACT Executive Director, Tony Eaton. "We welcome the support of our educators because only the public can put pirates out of business – by realizing the harm piracy causes and supporting the investment, creativity and hard work that gives us the movies we love."

The trailer can be viewed at: <http://www.nzfact.co.nz/>

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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

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging*, US\$1.4 billion to illegal copying* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate US\$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for US\$1.3 billion.

In 2007, the MPA's operations in the Asia-Pacific region investigated more than 36,200 cases of piracy and assisted law enforcement officials in conducting nearly 13,000 raids. These activities resulted in the seizure of more than 31 million illegal optical discs, 40 factory optical disc production lines and 6,400 optical disc burners, as well as the initiation of more than 10,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.*

**Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD.*

**Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

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.; Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc and Roadshow Entertainment NZ Ltd.

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. For more information about the NZFACT, please visit www.nzfact.co.nz.

About the MPA: *The Motion Picture Association and Motion Picture Association - International (MPA) represent 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 Los Angeles, 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. For more information about the MPA, please visit www.mpa-i.org.*

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