

24 January 2012

Local distributors have taken issue with the claim by Vikram Kumar of the Internet Society of New Zealand that "Hollywood has made up its mind to give it to us six months or two years late. It isn't available to us quickly, legally or at an economic cost". (Quoted in the NZ Herald on 21st January 2012)

Figures provided for the movies that grossed more than \$1M at the NZ box office in 2011 (43 films) show that:

- *The average delay between the US cinema release and the NZ release was 16 days*
- *For 44% of the films, New Zealand actually released before the United States. These included blockbuster films such as Harry Potter and Twilight.*
- *The longest delay was 104 days (True Grit)*

For many of the films where there is a delay the timing of school holidays is a key factor. For example the film "The SMURFS" was released in the United States on 29 July. This was at the end of the July holidays in New Zealand. The NZ release was 6 October which coincided with the start of the October school holidays. This enabled NZ audiences to view the film at a time when it was more convenient and logical. Generally programming of films locally is undertaken with the local audience in mind.

In respect of cost of movies:

- *Average ticket price in NZ of \$9.94 compares with around US\$7.90*
- *To see Mission Impossible: Ghost Protocol on Wednesday 25th January will cost A\$18.50 in Sydney v NZ\$16.80 in Auckland*

Local distributors believe Mr Kumar is outdated in his views and the situation he describes may have been relevant in the 1970's but not today. However they are concerned that this misinformation and myth is being used to continue to justify and excuse ongoing copyright infringement.

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