

Anti-Piracy Guidelines

Introduction

The prevalence of high-speed, high-quality internet worldwide and consumers' perception that any content they wish to view should be available at the click of a mouse has led to a global increase in film piracy. While the majority of piracy happens once a film is in release, it is important that you take steps to protect your film from being pirated before its release as pre-release piracy can have a devastating effect on the film's chances at the box office and potential sales.

These guidelines provide advice on practical steps you need to take to protect your film. They need to be followed throughout production, post-production and delivery.

About the Anti-Piracy Guidelines

The New Zealand Film Commission (NZFC) requires these guidelines be implemented in the post-production of your New Zealand feature film.

For the purpose of clarity, a 'Screener' is a copy of more than 50% of the film's duration, of the feature film on a format easily playable by the general public (i.e. secure digital link or another format as advised by the NZFC).

The Guidelines

1. Screeners are not to be produced unless absolutely essential to the post-production process.
2. Your link should never be made for download or downloadable, except for post- production purposes.

3. All screeners must be watermarked. A screen grab example of a watermarked file is below.
4. Watermarks (security text) are recommended **to** meet the following specifications:
 - a. The text must be at least 1/3 of the way up the picture frame and at least size 28pt font.
Note: Security text at the very base or very top of frame is not acceptable.
 - b. The security text may be 'watermarked' but clearly visible.
Eg. Copy for "XXX" DD/MM/YYYY Copy for Jane Smith 01/10/2012
XXX = the full name of the specific recipient. The name of a company, group or facility rather than a specific name is not acceptable.
5. If using Vimeo, all links must be password protected and the passwords changed **fortnightly**. Let the recipient of the screener know the period for which the password will be valid and ensure you change it once the period is over.



We strongly recommend you discuss internal security with your post-production supervisor and post-production facility before post-production commences. Clear security processes will lessen the potential for piracy of your film.

Any queries on these guidelines or for further information about anti-piracy, please contact our Funding Team at development@nzfilm.co.nz or on 0800 659 754.