



Anti-Piracy Guidelines for Producers

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 signed at the time you close the film and 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. If a screener is produced it must be logged as per the attached log sheet template.
3. A full updated log sheet must be sent to the NZFC with final delivery or if requested.

4. Please let the Film Materials Manager know how you plan to share your screeners (ie. What platform you plan to use, ie; Moxion, Vimeo, Hightail or Post House).
5. Your link should never be made for download or downloadable, except for Post Production purposes.
6. All screeners must be watermarked.
7. Watermarks (security text) must adhere **exactly** to 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.

8. 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. You can keep track of passwords and dates on the attached log sheet.

A screen grab example of a watermarked file is below. Any queries on the above detail, please contact our Film Materials Manager materials@nzfilm.co.nz .





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.

I agree to implement all guidelines listed above for the film _____
for which I am the producer:

Signed:

Name:

Date:

Third Party Declaration (eg: post production supervisor & facility)

I have sighted the guidelines above and agree to support the producer in their
implementation:

Signed:

Name:

Company:

Position:

Date:

For further information about anti-piracy email materials@nzfc.co.nz or call our Film
Materials Manager on 0800 659 754.



