



For the promotion and protection of copyright and creativity

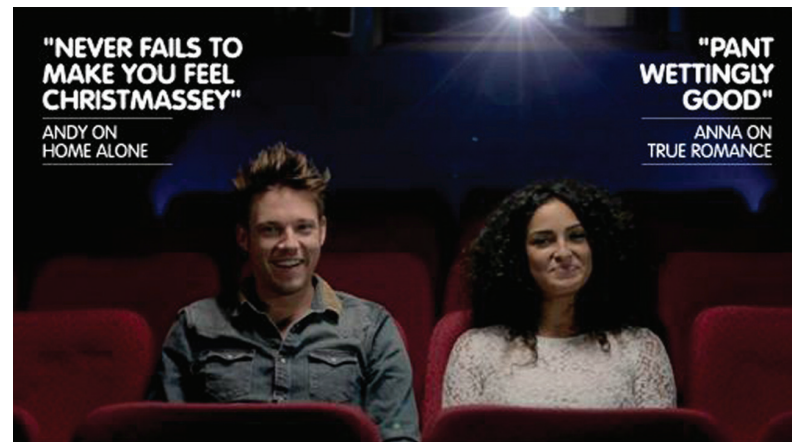
A Copyright Campaign Worth Paying For

In February last year the Industry Trust for IP Awareness launched its Moments Worth Paying For campaign; the latest chapter in its ongoing work to address copyright infringement in the UK. Moments Worth Paying For aims to inspire people to support official film, TV and video content by celebrating the intense emotional pay-back they provide to the viewer. The campaign then directs people to film search engine, www.findanyfilm.com where they can find the content they love from trusted legal sources, all in one place. In 2011 Moments Worth Paying For featured in cinema ad reel estate and in Clearchannel spots across the UK. It also enjoyed a significant presence online, including some innovative media partnerships with Total Film, 4OD and Kiss FM. A high impact PR campaign complements the advertising by informing the target audience about the growing wealth of ways to watch film, TV and video, both on and offline.

In December 2011 the Industry Trust commissioned independent evaluation specialist, ICM Research, to measure the campaign's impact to-date – and the results are very encouraging. Moments Worth Paying For already seems to be having a very positive impact on its target audience of 16-34 year old men. According to ICM's findings, young men exposed to the campaign demonstrate marked improvements in their attitudes to the value of content and their propensity to pay for it, versus those who have not seen the campaign. In fact, those who recall the campaign are nearly

twice as likely to say they intend to pay for official content because they believe that content is 'worth paying for'. Moreover, there are early signs that this positive attitude change is having an impact on their infringing behaviour, with young men who recall the campaign more likely to say they have reduced their infringing activity, compared to those who do not recall the campaign.

So what it is that is making Moments Worth Paying For a success? Maurice Fyles, Research Director for ICM Research, suggests that the campaign's positive tone of voice is striking the right chord: "Our research shows that young men who download unofficial content online also pay for some official content. They infringe copyright, but they are also paying customers, so the fact that Moments Worth Paying For does not overtly criticise them certainly helps to keep them on side." He also believes that the two-pronged strategy behind Moments Worth Paying For – to inspire people to do the right thing, then show them where to do it – is a sound one: "The campaign has a positive message about the value of film and TV, which helps to drive engagement with official content. Findanyfilm then plays an important role as a call-to-action. The site brings together multiple content sources, in multiple formats, at multiple price



points, all in one place so it helps to address some of the key rationale that young men give for infringing copyright. These include perceived difficulties around access to content online and perceptions around the cost of the content itself."

With a positive report card from ICM, the Industry Trust plans to continue to progress Moments Worth Paying For across 2012 and is looking at ways to further improve on and extend the campaign, according to Director General, Liz Bales: "Looking ahead to 2012 our ambition is to work even harder and smarter for our members. We are planning to commission a social media campaign that will help us to join up and derive maximum benefit from the campaign advertising in cinemas and outdoors. We are also working with distributors to refresh the trailers using content from their upcoming titles, the first of which airs on the 23rd March."

To find out more about what the Industry Trust is up to – and how you could get involved, visit www.industrytrust.co.uk.

Screenthing

As referenced in the Film Policy Review, the BFI is taking a lead on the extension of film education in schools across the UK and it is expected that education on IP will be included in this remit. While new structures are put in place the Trust will continue to support IP education both in and outside of the classroom, with programmes such as Be Creative and Screenthing.

The Screenthing campaign is all about engaging youth online in the social space in order to reduce their propensity to infringe copyright. The initiative shines a light on the film and TV making process to encourage greater appreciation and respect for audiovisual content and aims to create informed youth ambassadors who can act as champions for creativity.

Screenthing is coming into the end of its second year on Facebook. The community now stands at just under 23,000 members, which for a non-brand page with a very defined target audience is very good. To continue to maintain momentum the Trust has enlisted the help of member organisation, ThinkJam. The Trust will be tapping into ThinkJam's expertise in both the film and social space to boost fan numbers and implement a range of longer term initiatives focusing on film careers. The Trust has also commissioned Platypus Research, experts in youth focused evaluations, to review the impact of Screenthing on the attitudes and behaviours of its fans later on in the Spring.

Screenthing owes its success to-date in large



part to the continued generous support from the industry. From access to talent to film goodies and promotions, this support has been crucial in creating an active and engaged community

of thousands of young people on Facebook. We hope that as the project moves into its next year the industry will continue to keep its support for ScreenThing front of mind.

Clear Channel Relationship Continues

Clear Channel has been working with the Industry Trust for three years. Their digital outdoor media estate has played a key role in a whole range of Trust campaigns and this year will see the use of the digital outdoor channel ramped up.

The Trust is hugely excited to be working with Clear Channel again. In 2012 the partnership will be extended to include 100 digital 6 sheet TFL bus stop sites across London. With this new format and the existing digital 48 sheets, digital mall and socialites there will be more cohesion and continuity of message across the 2012/13 campaign activity.

Member Trailers

Last year the Industry Trust presented its members with a proposal which asked them to consider working with the Trust to embed the "Moment's Worth Paying For" message in a forthcoming theatrical release. The first of this new wave of "Moment's Worth Paying For" cinema trailers hit the screens in October with a Warner Brothers bespoke Happy Feet 2 trailer.

A subsequent evaluation of campaign performance by ICM established that this strategy was an effective way to communicate both the pro copyright message of the Trust and the pending release of the title. This finding is a strong foundation for the next phase of activity as the Trust continues to work with

studio members across 2012/13 to create a range of bespoke "Moment's Worth Paying For" film trailers. The next instalment is a collaboration with Universal on the trailer for its much anticipated blockbuster Battleship which hit screens on the 23rd March. In April the campaign will continue to build momentum with the release of a bespoke trailer from Fox who have tied into a key animation release for the year.

The Trust is delighted and excited to be able to work with the membership on these trailers and would also like to add an additional thanks to both DCM and Pearl and Dean for their continued support of the Trust work, as they'll both continue to provide cinema advertising space for 2012/13.

"JUST HYSTERICAL"

JOE SWASH ON LOOK WHO'S TALKING

MOMENTS WORTH PAYING FOR

Findanyfilm.com

