



## Industry gurus champion FindAnyFilm.com

Following the transition period, FindAnyFilm moved into phase 1, where the team focused on enhancing existing data feeds and establishing new input data feeds, stabilising the technical capacity of the site and creating a digital suite ready for phase 2. With a refresh scheduled for March, the site and database are ready for the roll out of its extensive film data across high profile film sites.

Leading the helm on this phase of the partnerships strategy will be Action Marketing Works Ltd, Managing Director – Mark de Quervain. With proven knowledge of marketing practices together with Sales and Customer Service skills and other business disciplines, including Operations and Finance, he is the perfect candidate in ensuring that FindAnyFilm reaches its objective to get official film availability data to the consumer’s fingertips.

As Marketing & Sales Director for Vue Entertainment Limited and member of the Cinema First Board, Mark has a track record of delivering success in the Audio-Visual industry. And it’s this vast knowledge of the industry and relationships with key partnership contacts which make him invaluable to this part of the project.

### **Mark de Quervain, Managing Director, Action Marketing Works Ltd said:**

*“FindAnyFilm is a key project for the Industry’s consumer education strategy, so it’s vital to ensure that this initiative is successful as its impact could be significant in reducing infringement across the Audio-Visual sector. I’m pleased to be working alongside the Industry Trust in driving the Partnerships strategy forward and look forward to announcing our first partner.”*

**Johnny Fewings, JFMC said:** *“Mark’s experience and support on this phase will be instrumental in making the partnerships strategy a success. The Industry has been challenged by the issue of piracy for over a decade and since 2004 everyone has been committed to reducing the problem. With the ever changing markets now more than ever the audio-visual sector must pledge to continue combating the drivers of piracy, convenience, availability and affordability – and FindAnyFilm can achieve that.”*

**Ends**

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## NOTES TO EDITORS

### **About the Industry Trust for IP Awareness**

The Industry Trust is the UK film, TV and video industry's pro-copyright consumer education body, established in 2004 to tackle the growing issue of copyright infringement in the UK. Today it has more than 40 members, including distributors, cinemas and on and offline retailers. In 2011 the Trust launched *Moments Worth Paying For*, the latest chapter in this work. The campaign seeks to inspire respect for copyright by celebrating the entertainment value of film, TV and video. It also aims to make it easy for people to play fair by directing to Findanyfilm.com as a gateway to legitimate content providers across all formats.

### **About Findanyfilm.com**

**FindAnyFilm.com is one of the UK's leading websites for film fans looking to watch, buy, download, stream or rent legitimate film.** The website offers 40,000 films across all formats, from cinema to DVD and Blu-ray, as well as download and streaming services. Visitors can search by title and talent, and can sort their results by format and price.

### **About Action Works Marketing Ltd**

Founded in 2012 by Mark de Quervain, Action Marketing Works comprises a core team of highly experienced professionals that work with clients to consult on, develop and implement solutions that drive incremental profit.

At its heart, the company utilises 'Action Marketing' which is formal business process that use a number of simple and unique tools that help companies and marketing professionals solve complex problems in cost effective and measurable ways. It ensures that those seeking solutions or behavioural changes are very clear about how they define success and how it is measured.

The business believes in being measured and rewarded on the success of the work it delivers. As such it can be considered a stakeholder in projects it is asked to work on. The company also works with start-up businesses as an equity partner.

### **About Johnny Fewings Media Consultancy**