



FindAnyFilm.com welcomes Sanona

From today, the availability of numerous Hindi and Bollywood films will be added to FindAnyFilm.com, the easy-to-use gateway to legitimate film, TV and video services, as Sanona becomes the first in a host of new legal film providers to take advantage of the site's unique proposition, following its transfer to the Industry Trust late last year.

FindAnyFilm.com aggregates film availability in any format, allowing film fans to search for titles across localised cinema listings, comprehensive DVD/Blu-ray releases and an ever growing range of digital download and streaming services enabling consumers to watch now at the push of a button. With search results categorised by format, the site is designed to tackle the key driving factors of piracy: availability, convenience and affordability,

Sanona joins as FindAnyFilm.com embarks on an exciting new partnership strategy which will see its extensive film database surfaced across a range of high profile film sites where the industry's customers are already engaging with content; connecting audiences with a comprehensive range of legal services.

Sylvia Wan, Digital Communications Manager, Industry Trust said:

"We're delighted that Sanona has joined the wealth of official digital services available to search through FindAnyFilm.com, further bolstering our list of 40,000 films. Their titles will now feature in search results on our site and receive exposure on the high traffic sites we'll be partnering with. We look forward to welcoming other new services on board as we work to grow our database even further."

Adam Davies, CEO, Sanona said: *"Piracy affects us all and by working with Findanyfilm.com we're taking a simple but effective step in doing something about it. As the UK's largest online Pay-Per-View Hindi and Bollywood movie streaming service, we're excited about reaching new audiences through our work with FindAnyFilm.com and their partner sites."*

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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 Sanona™

Launched in May 2012, [Sanona™](http://www.sanona.com) is a new generation online **pay-per-view digital movie distribution** business offering the **best of Hindi and Indian regional cinema** to the world. Sanona™ streams foreign language feature films to ethnic and migrant communities around the world, offering consumers the opportunity to **watch their favourite movies, whenever they want at www.sanona.com.**

Starting with mainstream Indian films, Sanona's™ primary aim is to serve the UK's estimated 3.5 million strong South Asian community, which is the biggest market for South Asian films outside India. This will be followed by expansion into other international territories.