

NEWS IN BRIEF

Irish Trust

You Make the Movies hits cinema screens across Ireland on the 8th June. The five trailers localised for the Irish market, will play for 8 weeks nationwide, supported with a print campaign in cinema and outdoor. Local partners include Carlton Screen Advertising, Clear Channel and Delta Printing. The campaign is the first major consumer outreach programme in Ireland and kicks off a range of activities planned for 2011/12.

*'We are delighted to be able to use the UK Trust's experience and creativity from previous campaigns. It gives us a foundation to launch an Irish campaign designed to raise public awareness that illegal downloading is damaging the local Irish film and entertainment industry.'*  
Thomas Byrne, Country Manager, Sony Pictures Home Entertainment Ireland.

Kodak Award Winners

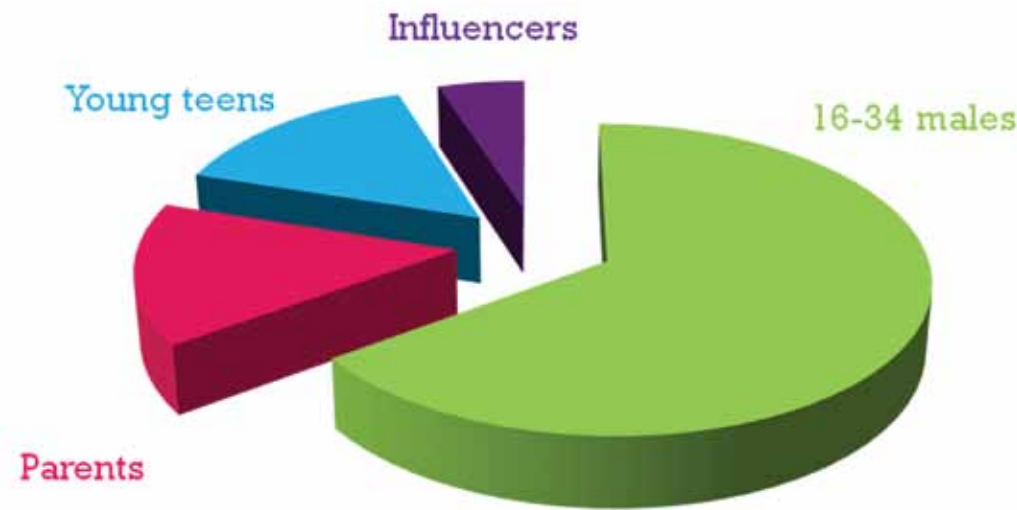
Last year the Industry Trust provided a brief for the 2011 Kodak UK Commercial Awards, the competition invites student filmmakers to create a 30-45 second commercial based on briefs provided by a range of sponsors, including Dove. The competition is open to all students studying on a full or part time Film, Media or Television course in the UK or Ireland and the submissions came in last month. The final winner of the Industry Trust brief was Thomas Allen, from Northern Film School for his unique interpretation of how copyright infringement could decimate the industry. To see the winning ad and the runners up, visit [www.industrytrust.co.uk/kodakawards](http://www.industrytrust.co.uk/kodakawards).

BVA Awards

The Trust was both delighted and surprised to be a joint recipient of the 2010 Industry Initiative award, at this year's BVA awards, for the Real Deal Campaign. We'd like to recognise and thank Patricia Lennon for masterminding the project and FACT's Brian Conlon for delivering the essential enforcement element in collaboration with the Intellectual Property Office. We hope that the initiative continues going from strength to strength and for more information please visit: [www.realdealmarkets.co.uk](http://www.realdealmarkets.co.uk).

Insight 360°

The Industry Trust alongside the BVA, MPA and the BFI will be hosting the Insight 360° event on Tuesday 7th June 2011. The morning's agenda will be filled with presentations and demonstrations from the likes of Apollo Cinemas, CinemaNX, Facebook, LOVEFILM, Think Jam, Ultra Violet, Virgin Media and Warner Bros. and many more. If you haven't RSVP'd yet then do hurry as space is limited. Please contact [insight360@industrytrust.co.uk](mailto:insight360@industrytrust.co.uk) to register your interest or for more information.



Communications Strategy 2011/2012

Using our recent evaluations to inform our direction, we have tweaked our strategy for 2011/12.

The lion share of our activity will still continue to target the core audience of 16-34 males who we class as riskies and dabblers when it comes to copyright infringement. Our approach will be to use the 'Moments Worth Paying For' campaign to fulfil the first three basic principles of behaviour change, no finger wagging about the wrong behaviour, make an emotional connection to the copyright issue and provide simple steps to the right behaviour. PR will then fulfil the role of highlighting how easy it is to consume official content, making the issue personally relevant and normalising the use of official services.

We will maintain a focus on parents, as they are the gatekeepers of the household internet

connection, but also an alternative route to teens. We have plans in development for four bursts of activity targeted at parents for this year. The approach we'll be taking across those plans will be to create alliances with credible partners, as with our work with Childnet last year on the 'Music, Film, TV and the Internet – a guide for parents and teachers', maximise the use of the membership owned media and use of high impact PR to ensure the message is delivering targeted cut through.

Our outreach to youth audiences will be split across social media activity and also school led initiatives, but for the first time the two projects will be working under the same 'Screenthing' brand. This will mean that we're able to combine our efforts to maximise the outreach to the youth audience with a focus on 11 – 15 year olds.

Our communications will highlight investment in innovation and reinforce the positive role of intellectual property in safeguarding this.

Welcome

We are thrilled to announce that this month we have three new and unique members joining the Trust. Sony DADC, global supply chain service provider. Think Jam, a leading digital creative and PR agency who work predominantly with the film industry. West 10 Entertainment, provider of information-rich data on home entertainment releases and more.

Daniel Robey,  
Managing Director,  
Think Jam

*'It's an honour to join the Industry Trust and be able to align our expertise in the digital space with the Trusts*



*on-going activities, and to support all the good work they do in promoting copyright.'*

Barry Smith, Director of Sales, West10 Entertainment  
*'West10 is delighted to be working with the Industry Trust to help them promote the protection of copyright and creativity. Our information-rich data already allows millions of film fans to access legal digital media every day and the Industry Trust plays a crucial role in safeguarding IP.'*



*'We are committed to working together to fight to help to ensure the future of the industry. I'm confident the partnership will prove very successful.'*

Moments Worth Paying For: Media Update

The Moments Worth Paying For campaign, launched earlier this year, is supported by a significant on- and off-line media campaign targeting young males. It is forecast to reach 94% of the target audience, with each receiving a whopping 44 opportunities to see (OTS) the campaign through the various channels, via bought, earned and owned media.

Cinema advertising reel space was donated to the Trust by DCM and Pearl and Dean, for twenty-three alternate weeks across the year, showcasing all four versions of the 30 second cinema trailers, directed by Olly Blackburn; horror, laughter, sadness and awe. The trailers turn the cameras on to the audience to show people in the throes of these extreme emotions, demonstrating the powerful emotional payback audiences experience through film (and television). The cinema space provides a 61% reach in the target audience, with four OTS.

Also, through partnership with ClearChannel, the Moments Worth Paying For campaign also can be seen on 106 animated LCDs in shopping centres across the whole of the UK, and 11 static LED 48-sheet posters around the capital. In May, a number of high profile celebrities gave their favourite film moments for these posters which can be seen until end December, examples below. These posters will reach 17% target audience with 12 OTS.

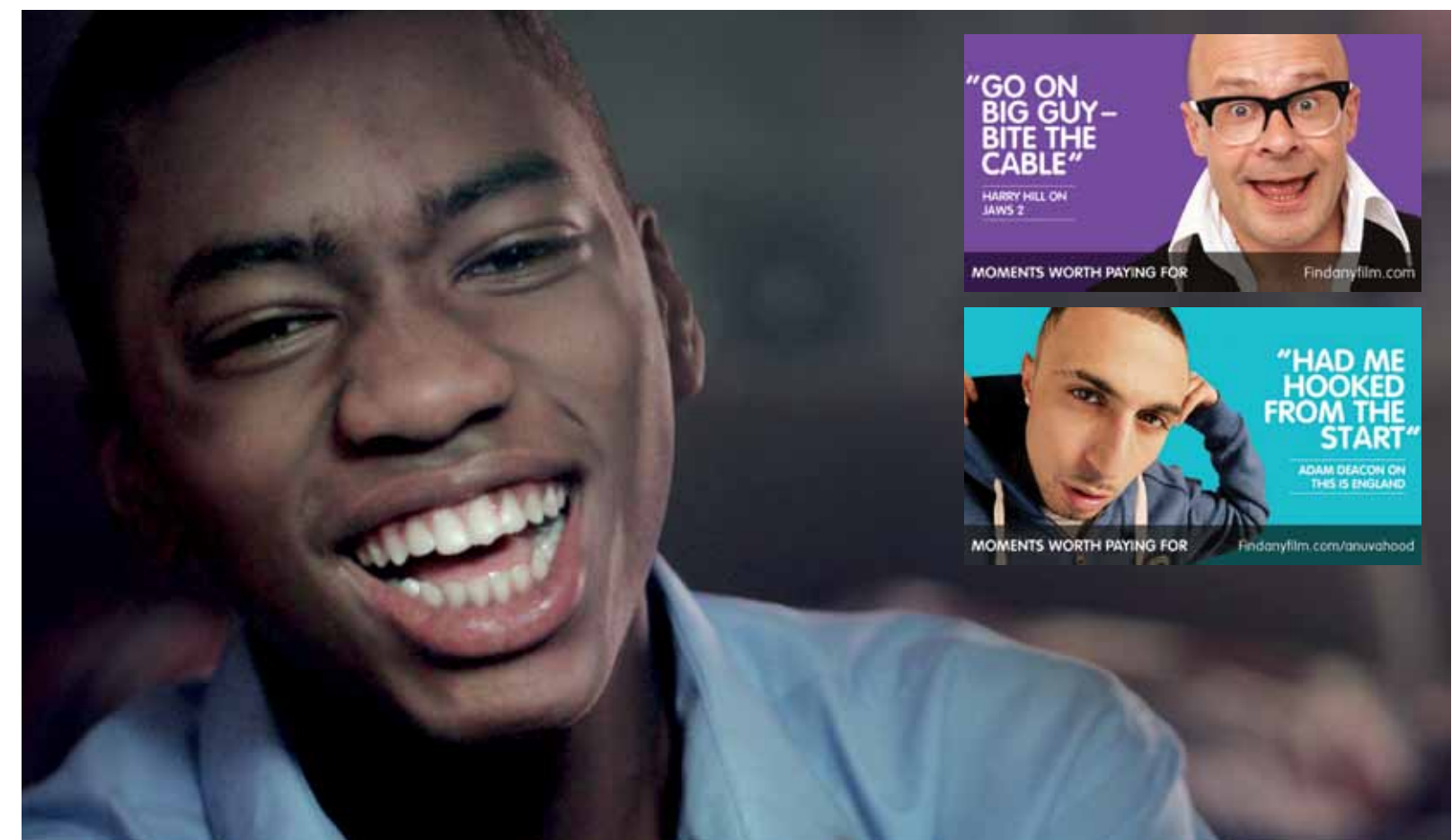
The campaign is also supported by a considerable online media presence, the first wave of these pre-roll and MPUs showing on sites such as Facebook, IGN (a gaming and entertainment network), MPORA (an ultimate sports site), and lifestyle and entertainment channels such as Tribal Fusion and UGO. The first wave of the year-long campaign ran from February to May, and 89million impressions were delivered, reaching 17.4m unique users. The click through rate was well above predicated levels, (0.72%), translating into 2million video plays, and 136,213 visits to [www.findanyfilm.com](http://www.findanyfilm.com). The BFI's film search engine, directing



users to authorised and trusted brand-name film and TV providers.

The second wave will start in June, focusing more on the message delivery of our powerful trailers in pre-roll format, and entering into the tried and tested 'entertainment' channels, with new additions including Channel 4, You Tube (approved channels only), and blinkbox. There are also editorial partnerships planned with IGN who have a 96% male user base with an average age 25 and Xbox. Altogether, the online activity will have a 90% reach in the target audience, with 40 OTS, reaching 7.5m unique users.

[www.findanyfilm.com/moments](http://www.findanyfilm.com/moments)



Research

The Trust continues to independently evaluate all of its activities (conducted by GfK NOP and Dubit). 2010 data has demonstrated the positive impact consumer education campaigns are having on public attitudes towards and participation in copyright infringement.

This year's research shows that attitudes towards illegal downloading and the purchase of counterfeit DVDs continue to move in a positive direction with 58% of adults considering the behaviour downmarket compared with 48% in 2009. A significant challenge for us remains with the young male audience who in comparison to the wider population have a more sophisticated

knowledge of the internet and how to navigate it to secure access to unauthorised audio-visual content. The 16-34 male audience are shown to be more likely to consider copyright infringement acceptable and less likely to consider it a crime. The data also found that a mix of factors continue to drive engagement with infringing content including price (generally meaning free), convenience and availability.