

## LIONSGATE®

### Lionsgate joins Industry Trust

The Trust is pleased to announce Lionsgate have joined as members. Nicola Pearcy, Managing Director of Home Entertainment and New Media said: "Lionsgate is delighted to be the first of the UK's independent film distributors to join the Industry Trust for IP Awareness. It is crucially important in this digital age that audiences recognise that the creation of films, TV and video they love is dependent upon their support and use of official channels, including tools which signpost the way such as FindAnyFilm.com. We are pleased to be working collaboratively on the 'Moments Worth Paying For' campaign for Lionsgate's upcoming British comedy, Keith Lemon: The Film, creating a hilarious theatrical trailer delivering the 'Moments' message in a tone that is sure to capture the attention and win hearts of the Trust's target audience."

### We've moved!

Following an extremely productive five years under the wing of Universal, their relocation to Central St. Giles has also lead to pastures new for the Trust and we are thrilled to have tenancy at the BBFC home. Our thanks to Universal and BBFC for their support.

### ScreenThing tops 27,000 followers

Our social activity continues with the ScreenThing page on Facebook ([www.facebook.com/screenthing](http://www.facebook.com/screenthing)) which now has over 27,000 followers, thanks to the help of the Trust members, partners and agencies. We extend our thanks in particular to Disney who donated a pair of coveted Avenger's Assemble premiere tickets, and Lionsgate who gifted the page tickets to The Hunger Games premiere. The page continues to grow, drawing on the experience of our member Think Jam, increasing the engagement and reach of the page. An evaluation of the project is underway with Platypus and the findings will be available this Summer.

### Find Any Film

The Industry Trust is currently undertaking a feasibility study to look into the future of Find Any Film ([www.findanyfilm.com](http://www.findanyfilm.com)). Working collaboratively with the BFI to ensure the service has the best future chance of cutting through in the competitive digital arena, a number of meetings are taking place throughout May and June to garner opinion and support from across the industry. In tandem with this, technical and financial studies will help the Trust to understand how the site can move forward. A presentation will be made to the Trust's Management Board at the end of June to enable a decision to be made. We look forward to communicating any plans with you all in due course.



## Industry Initiative of the Year – 'Moments Worth Paying For' wins BVA Award

Amongst the many other deserving winners of 2012's BVA Awards, (a hearty congratulations to everyone nominated), the Industry Trust for IP Awareness was honoured with the prestigious 'Industry Initiative of the Year' award for the 'Moments Worth Paying For' campaign. The campaign launched in February 2011, to inspire and educate 16-24 year-old males about the importance of paying for film, TV and video, directing to above board sources for their audio visual content via [www.findanyfilm.com](http://www.findanyfilm.com)



be recognized with such a fabulous BVA award. That we are making such marked progress in using education as a means of tackling copyright infringement is testament to the long term vision of so many in this industry and demonstration of what can be achieved with a little collective vision."

Lavinia Carey, Director General of the BVA, said, "Our copyright awareness campaign, 'Moments Worth Paying For' run by the Industry Trust for IP Awareness, deservedly won Industry Initiative of the Year as another British success story in cross-sector collaboration for the benefit of the entire audio-visual industry."

Liz Bales, Director General of the Industry Trust said, "We were thrilled for the Trust's work to

## Get ready to 'be transported'... What's next for the 'Moments' campaign

Building on last year's influential activity in cinema, outdoor and digital, in 2012 a new social dimension will be added to the 'Moments Worth Paying For' campaign with the launch of a major competition. The activity is a natural progression for the campaign enabling us to further utilise much of the original creative. Social enterprise agency Livity is joining the Trust to deliver this exciting new strand.

Livity is a multi-award winning youth engagement agency that mentors young people from a broad range of backgrounds to co-create campaigns, content and communities for brands, government, charities and broadcasters. Their



work for clients, including Google, NSPCC, Penguin, C4 and Legacy Trust UK, benefits from young people's insights, energy and authentic voices, while the young people receive training, experience and support into employment and education. <http://livity.co.uk/>

Callum McGeoch Creative Director at Livity, said, "Livity is thrilled to be working with the Industry Trust on such an important campaign. Our deep understanding of young people and social media will help make the powerful 'Moments Worth Paying For' campaign even more effective and inspire a generation to appreciate the emotional and creative value of great TV and films."

## Xbox-ing clever

May saw the successful delivery of a unique editorially lead partnership with Microsoft and Xbox. Having presence on the famous Xbox dashboard and entertainment channels, the partnership was endorsed by Inside Xbox editors Andy and Dan, who picked five of their favourite films, discussing the powerful, emotional moments worth paying for in each one, which users could vote for. The partnership was fully integrated within the Xbox LIVE platform, and connected the gaming audience with ways to access legal content through FindAnyFilm and Xbox's own Zune platform.



James Hayr, Head of Specialist Sales at Microsoft Advertising said: "With nearly 40 million Xbox LIVE members worldwide, Xbox offers the Industry Trust access to a very large proportion of its target young male audience. Xbox users typically spend 5-8 minutes engaging with branded content, offering the potential to hold its audience's attention for a longer time period than other platforms – ensuring its anti-piracy message is communicated clearly and effectively. The Xbox BDE has enabled the Industry Trust to leverage Dan and Andy's significant influence alongside its own fantastic content and assets."

### Partnership achievements:

- Reached over 1.8m users
- Delivered 7.6 million impressions
- Average CTR of 3.68%
- 50,580 video views
- 30,000 votes

The campaign launch was reported across a broad range of consumer and trade titles, including Raygun, DVD Intelligence, Digital 2 Disc, Media Week, Brand Republic, The Drum, Shots, Marketing Tech News, UTalkMarketing, Advanced Television and Marketing Clout, Marketing Week, Media Briefing, Media AM and Cue Entertainment.

## Trust members join forces to create 'Moments Worth Paying For' cinema trailers

We've been working with members to create emotionally-charged cinema trailers, embedding the 'Moments Worth Paying For' campaign message with theatrical releases to maintain momentum in the second year of the campaign. The first of these trailers, a collaboration with



Warner Bros, was released in December 2011 for Happy Feet 2. In March, Universal collaborated with their blockbuster release Battleship. And in April, Twentieth Century Fox co-created an Ice Age 4 trailer which is currently showing on UK cinema screens nationwide.

There are some exciting titles lined up for the second half of 2012, and next up will be Keith Lemon with an exclusive edit of his break out 'Moments Worth Paying For' star turn. We look forward to working closely with new and exciting members to continue the evolution of 'Moments Worth Paying For'. We'd like also to extend thanks to Pearl and Dean and DCM, who support the Trust campaigns by



providing access to the cinema advertising reel, ensuring the 'Moments Worth Paying For' trailers have a consistent presence for UK cinema audiences.

Niels Swinkels, Managing Director of Universal Pictures UK said "We are proud to

collaborate with the Industry Trust and support their 'Moments Worth Paying For' campaign. Showcasing our summer blockbuster Battleship, the message reinforces the notion that films like this are made to be seen on the big screen and deepens cinemagoers' understanding that their support is essential for us to continue to deliver such unique experiences."

## Johnny English 2 director judges

The annual 'Be Creative: Powered by ScreenThing' programme, in partnership with Film Education, was wrapped with a prestigious awards ceremony for the young winners at BAFTA. The national advertising challenge, tailored for UK curriculums, tasks young people aged 11 to 19 from schools up and down the UK to create an original advertising campaign designed to increase young people's respect for the UK film and TV industry, and encourage them to choose above board film and TV over illegal downloads and streams.

The winning schools, St. Matthew's Academy from South London and University Academy

from Birkenhead, were selected by Johnny English 2 director Oliver Parker who said: "Having directed and acted in dozens of movies and shows, I know from experience just how much hard work goes into creating a film and what's clear from the entries this year is that a huge amount of effort, hard work and creativity has gone into making the final ads. It's genuinely exciting to see such a wealth of creative talent, it's not easy to take an idea from conception and bring it to life on film, but the schools taking part did a superb job."

Ian Wall, Founder and Director of Film Education



and James Lennox, Managing Director at Film Education said, "Film Education understands the value and importance of

education surrounding copyright and intellectual property for the future of the UK film, TV and video industries. It's with great pleasure we've worked with the Industry Trust to address this real need with an engaging curriculum-based resource, and look forward to continuing the partnership into 2013 and beyond."

The ScreenThing Champions programme, run in partnership with Film Club and Cineclub, is currently open to students, and due to close in late June. <http://www.filmeducation.org/becreative/>

