

NEWS IN BRIEF

We're on Facebook!

Screenthing, a website that aims to inspire 11-15 year old film and TV fans to champion copyright and creativity among their peers, is migrating to Facebook. The new Facebook hub will be brimming with exclusive current audiovisual content including the likes of Susannah White, Director of Nanny McPhee and the Big Bang, Paul Franklin, Visual Director from Inception and Despicable Me Producer, Christopher Meledandri.

Take a look at: [www.facebook.com/screenthing](http://www.facebook.com/screenthing)

Pledge your support by 'liking' us at [www.facebook.com/industrytrust](http://www.facebook.com/industrytrust). You'll get updates on what's happening in the industry around piracy at your fingertips. Plus you'll be able to check out our new video edits.

Thank you for buying!

Our ten second DVD and Blu-ray 'Thank You' ident has now been adopted by Sony, Universal, Metrodome, and Hit Entertainment, and both Disney and Fox are using our DVD inserts. Reflecting the 'You Make the Movies' trailers shown in all UK cinemas throughout 2010, the materials thank the public for supporting the film and TV industry by buying the real deal.

Disney and Pixar recently added extra weight to the Trust's messages by creating a bespoke Toy Story 3 trailer, which promoted a respect for creativity and copyright message. Shown on the silver screen across the UK this summer you can view it at [www.industrytrust.co.uk](http://www.industrytrust.co.uk)

AGM

This year the Industry Trust will be hosting its 6th Annual General Meeting on Tuesday 23rd November, from 3pm to 6.30pm. It promises to be an action-packed update for our members and guests. If you are available on Tuesday 23rd November and would like to know how the UK film and TV industry is meeting the challenge of piracy and how you can help then drop us a note to highlight your interest: [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk).

Big thanks!

We would like to thank everyone at Clear Channel Outdoor UK, who have played a major part in supporting our media campaign this year. Recognising that piracy has an impact on stakeholders in the industry, Clear Channel is one of a number of media partners who have provided inventory to extend the reach of our campaigns.

Promoting the protection of copyright and creativity

The Industry Trust for IP Awareness was set up in 2004 to tackle the issue of copyright infringement in the film and TV industry.



Delivering consumer education on behalf of the UK audio-visual sector, today we represent over 30 companies spanning film and TV distribution, exhibition, retail, and broadcast.

Our aims are to:

- Reduce the acceptability of copyright infringement
- Advance the attraction of legitimate ways to view film and TV
- Win hearts and minds about the value of copyright and creativity of film and TV

The Industry Trust's communications strategy for 2010-11 takes a two-pronged approach to reducing copyright infringement in the UK.

It seeks to effect positive behaviour change via:

1. Emotionally charged communications that tap into the UK public's passion for film and TV to inspire support for official content; and
2. Rational information and advice on how and where to enjoy official content online, including why the Digital Economy Act (DEA) could make it more important than ever to do so.

New faces join forces

This year the Trust will continue to engage with more industry bodies to help maximise the reach of our messages. There are many ways for a member to contribute, ranging from providing financial and media inventory through to public support of our messaging. We are delighted to announce that Blinkbox and FilmFlex are the most recent names to sign up to our membership.



Michael Comish, Blinkbox CEO said:

"At Blinkbox, we have no doubt about the significant public appetite for official audiovisual content. The success of our 'Full Stream Ahead' promotion earlier this year, which invited consumers to trial official streaming services for one week, is testament to this appetite. Having already worked with a number of the Industry Trust's member organisations to host content since we first launched in 2008, we're delighted to now join as a fully fledged member. We look forward to contributing to the film and TV industry's collective ambition: to promote the growing range of official digital content

sources now available to the consumer, in order to reduce the harmful impact of piracy on our industry."

Andrew Keyte, FilmFlex CEO said:

"FilmFlex is delighted to become a member of the Industry Trust for IP Awareness. We are dedicated to pioneering on-demand film services for consumers that can provide them with viable, official alternatives to piracy. We look forward to working alongside the Trust's many members to reinforce the positive role of copyright and promote the growing range of legitimate digital content sources available to film fans."



Rob Atkinson, Managing Director of Clear Channel Outdoor UK, said:

"The film and DVD industries are tremendous supporters of the out of home medium so we are delighted to be working with the Industry Trust to help them promote the protection of copyright and creativity. Our digital formats will allow



the Industry Trust to reach millions of film fans every day and we are really looking forward to seeing them push the boundaries of our technology. We hope the partnership proves to be very successful and it is something we are committed to for the long term."

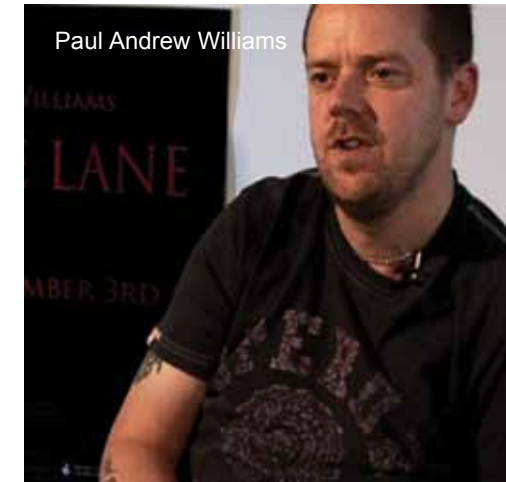
Ambassador update

A big thank you to all our industry ambassadors for taking the time to speak to us and the press and more importantly, helping to engage consumers in supporting the film and TV industry.

Our ambassadors' stories and experience have been told across national and regional press to highlight the impact of piracy on real people in the film and TV industry with articles in papers up and down the UK from Chard and Ilminster News to Western Daily Press and Newcastle Evening Chronicle.

Thanks to Metrodome, we also interviewed the award-winning director Paul Andrew Williams around the release of his new film, Cherry Tree Lane. Paul echoed our thoughts about 'fairness' when it comes to piracy:

"Pay for it. Or if you don't pay for it and you're a painter and decorator, come around and paint my doors for me and then we'll call it quits!"



Visit [www.independent.co.uk](http://www.independent.co.uk) for the full interview. Having ambassadors who work in the film and TV industry talking about their experiences of how piracy is affecting their work and income is vital to educating consumers and changing attitudes. If you or anyone you know would like to be an ambassador for the Industry Trust and tell your story, then please get in touch: [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk)

The Trust supports FindAnyFilm.com

By Peter Buckingham, Head of Distribution and Exhibition for the UK Film Council:

"Findanyfilm.com, a commercially-neutral destination, covering all film formats, has been an incredibly successful initiative for the UK Film Council and the Industry Trust, giving consumers information about where, when and how they can watch, buy, download or rent films legally in the UK. With nearly 6 million visits to the site already, it is being actively used by film distributors in their advertising and marketing spend and is well placed to support the new legal platforms for film that will emerge over the next two years, as the site continues to receive funding until April 2012. The UK Film Council is delighted that Findanyfilm.com will play a central part in the new Industry Trust behavioural change consumer awareness campaign, the first 'above the line' advertising for the site."

Screen Champions

The Industry Trust's 'Screen Champions' youth outreach project was born out of the successful Screenthing website, which is now in its third year. The project aimed to take the successes of Screenthing offline, by educating a number of informed and confident youth ambassadors to act as champions for creativity; reducing young people's propensity to engage in copyright theft; and developing future practitioners and ambassadors for the audiovisual industry.

The first phase, designed as a pilot across London, was carried out through partnerships

with Film Club and CineClub, maximising the reach and influence of their activities, whilst driving cost efficiencies through shared experience, assets and expertise. The project promoted group discussion around respect for creativity and copyright and culminated in a fantastic event in July at the Cineworld Haymarket, where 450 pupils attended a mass debate followed by an exclusive Toy Story 3, 3D preview. Eight schools created anti-piracy adverts based on 'respect' industry messaging, and a further 30 schools participated by watching a series of films with handouts and materials designed to get them thinking about what goes into production of film and TV content.

Evaluation of this activity showed very positive results. 76% of pupils who participated said they would be less likely to watch unofficial films and TV programmes, 83% correctly identified what copyright meant and 88% of teachers felt that Screen Champions equipped students to be peer to peer ambassadors on copyright and creativity.

The next phase is delivered in partnership with Film Education. Across September 10,000 schools will receive the learning resource 'Be Creative: Be a Screen Champion' — equipping students from 11 – 19 years old, with knowledge on copyright and its application to Film and TV content.

