



FindAnyFilm.com adds UltraViolet and EE Film Store in new upgrades

FindAnyFilm has announced the addition of UltraViolet titles on their website. This comes with a series of other new features to the site, including improved design and the integration of the EE Film Store data (the UK's first 4G network provider).

FindAnyFilm are delighted to announce EE's Film Store will be added to the FindAnyFilm service from Friday 19th April. Films from EE will provide a greater range of choice ensuring consumers continue to be given quick and easy access to legal content.

With the aim of quickly connecting audiences with legal content services, and gently nudging them on the benefits of choosing legal, FindAnyFilm's improved design now shows the six most popular ways-of-watching on the homepage for users to choose from: cinema, Blu-Ray, DVD, UltraViolet, online (including VOD and EST) and TV. It also features a new and improved search function driving a greater call-to-action.

These improvements help tackle the key driving factors of piracy: availability, convenience and affordability. By sharing access to films in all formats instantly, whether the user wants localised cinema listings (including filters for 2D/3D/IMAX and age ratings), Blu-Ray, DVD, online, TV or the newly introduced UltraViolet, they can get it at the click of a button.

Mark Teitell, General Manager & Executive Director of UltraViolet said, "As UltraViolet moves to the next stage of its growth in the UK, it's fantastic to see services like FindAnyFilm move to highlight UltraViolet to UK consumers and help educate them on its benefits, including the flexibility to watch anytime/anywhere and the confidence that this portability is backed up by a widely-honoured industry standard."

Mark de Quervain, Partnerships Director of FindAnyFilm said, "It's exciting to see new services such as EE becoming part of FindAnyFilm. This latest addition means we are serving audiences with ever more choice on where they are able to access official providers – making it a destination for the industry's audience to visit for all their film purchases. As

innovation continues to drive changing trends in film consumption, FindAnyFilm is now able to provide both audiences and publishers with one simple, yet comprehensive film discovery tool.”

Ends

Press Contacts:

Sylvia Wan, Digital Communications Manager, Industry Trust

Tel: 0207 440 0383 or email: sylvia.wan@industrytrust.co.uk

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 UltraViolet

Designed to address the discontent with today’s siloed digital video market, UltraViolet provides consumers with a unique way to conveniently purchase, collect, share and enjoy their movies and TV shows. By creating a shared cloud-based account that tracks digital proofs-of-purchases, UltraViolet allows consumers to build personal digital entertainment collections with the freedom to access content both at home and on-the-go, across multiple devices.

Based on UltraViolet technical specifications, licensees are launching retail services, apps and devices that interact with the open UltraViolet infrastructure. DECE launched UltraViolet in the U.S., UK, Ireland and Canada. UltraViolet is operational in Australia and New Zealand, with consumer launches expected in early May 2013. Roll-out to France and Germany is planned by September 30, 2013.