

INDUSTRY TRUST

CAN YOU STOP FILM PIRACY?



BACKGROUND

The film and TV industry worldwide employs hundreds of thousands of people just like you - aspiring, bold creative types, writers, illustrators, set designers, costumiers, technicians, visionaries, performers - the list goes on. In the UK it remains one of our largest and most exciting manufacturing industries, but its future success, and your future success within it relies on respect for copyright.

Back in 2004 the UK audiovisual industry set up the Industry Trust for IP Awareness to help promote respect for copyright. Our job at the Trust is to find ways to encourage UK film and TV fans to support the real deal, rather than watch a

pirate DVD or download. Each time those fans choose to pay for the genuine article, it means money goes back to the creators, who get to make more of the films and TV shows we all love. So everyone wins!

How do we promote this respect for copyright? Interestingly, many consumers who watch pirate content are also paying customers. They love films, but have little regard for (or perhaps know very little about) the creative process and the individuals who invest their skills in production. With this in mind we don't lecture or hector people, instead we try to inspire them to do the right thing. You could say we take a pro-copyright, rather than anti-piracy tack. We try to bring copyright and the value of creative works to life for people in a way that helps them to appreciate that the content they love is worth paying for.

To give a couple of examples: Our 2009 campaign, You Make the Movies, celebrated the paying public's stake in the future of the content they love and thanked them for supporting the real deal. The emotive Moments Worth Paying For ads, currently in cinemas and online, celebrate the emotional pay-back of film as something to value and support in its official form.

Links to work from both these campaigns can be found in the briefs' project pack at the YCN website.

THE CREATIVE CHALLENGE

The Trust's upbeat, pro-copyright (rather than anti-piracy) tack has been proven to have a significant positive impact on consumers' attitudes to piracy: recent campaigns have doubled the public's propensity to support official content. The question is - where next? The creative challenge is to find a compelling new way to inspire the British public to respect copyright and support official film, TV and video. To celebrate the originality of audiovisual works and the creative process.

We're on the look-out for inspiring and powerful creative ideas across whatever platform - stories, short films, plays, installations, posters, websites, a series of debates, a TV show, online games or whatever - that tell a story that you feel is true and convincing, that speaks in your language and not the cold language of LA lawyers and content protection teams. Ideas that will help ensure you and your peers have a vibrant and successful role to play in this most ingenious and creative of industries, just as your peers did before you and before the days of digital piracy.

IDEAS SHOULD: Be thought-provoking, positive, inspirational and original. They should encourage the audience to re-appraise the value of creative works and/or why it's important to respect copyright.

IDEAS SHOULD NOT: Be negative, scare-mongering or finger-wagging

TARGET AUDIENCE

The target audience for this activity is young males, aged 16-25 years old, who research has shown to be the most prolific illegal downloaders/file-sharers. The Trust sets its sights on the 'riskies' and 'dabblers' within this group - those who are thinking about accessing pirate content online, or those who dabble in doing so. It does not attempt to target the 'hardcore downloaders' who have already made their mind up to only access pirate content. A bit more food for thought

One of the biggest challenges the industry faces is that people often see piracy as a victimless crime, or that only the Hollywood fat cats lose out. The reality is that most films, just like most bands and most other artists, lose money, and for them to be made, people have to get paid. It's about respect

Another challenge is the perception, by some, that the people who provide films for free online are somehow freedom fighters or heroes, because they're offering free stuff - and that's what the internet is all about, right? The creative industry would argue films shouldn't be free unless the filmmakers want them to be available for free, as they're not free to make or to provide. Shouldn't they have the right to choose?

You might disagree with the brief, and yes it is complicated and by no means black and white, so we're looking for you to debate and discuss, and at the very least find ways to create new conversations and discussion, so that people can draw their own conclusions. We hope with your help that they will fall on the side of wanting to support and protect filmmaking and the talented people it employs.

MEDIA

The Trust's campaigns tend to span multi-media, from cinema trailers, to outdoor posters to print and digital advertising. The Trust would welcome ideas presented for any media format, but is looking for concepts that can work across multiple platforms.

DELIVERABLES, ARTWORK AND ADDITIONAL INFORMATION

For guidance on how to submit your work please adhere to the main deliverables information in the Student Awards section of the YCN website.

Any additional supporting information referenced in the brief can be found in the in the supporting project pack at the YCN website - www.ycnonline.com