

## **INDUSTRY TRUST AND LIONSGATE UK LAUNCH *MOMENTS WORTH PAYING FOR* "THE HUNGER GAMES: CATCHING FIRE" TRAILER**

- ***Trailer debuts with innovative new FindAnyFilm cinema booking tool set to drive sales across formats***

**On Friday 4<sup>th</sup> October** the Industry Trust for IP Awareness and Lionsgate UK will launch a unique **THE HUNGER GAMES: CATCHING FIRE** trailer that celebrates the value of great movie moments and addresses the continued challenge posed by piracy.

Running in cinemas, digital, online and social media, the exclusive trailer builds on the success of the Industry Trust's *Moments Worth Paying For* campaign, which inspires respect for the value of official film, TV and video content. The trailer also directs audiences to FindAnyFilm.com, a search engine for official film releases, all above board and all in one place, to pre-book their tickets.

In an industry first, the exclusive trailer will debut online with a new FindAnyFilm cinema booking tool to drive sales from video views generated as part of the campaign. As part of a two-step process, the tool will first support the theatrical release of **THE HUNGER GAMES: CATCHING FIRE** with a tangible return on investment through cinema bookings. Then as a second step, timed to coincide with the Q4 retail market, the tool will capitalise on demand generated from the theatrical campaign by driving sales of home entertainment titles such as the first **HUNGER GAMES** title on DVD, Blu-ray and official downloading and streaming services, once users have purchased their tickets for the sequel.

The Industry Trust's *Moments Worth Paying For* campaign, which launched in November 2010, has since gone from strength to strength. Independent tracking research by ICM revealed that those audiences exposed to the campaign were significantly more likely to pay for official film and TV than those not exposed to it.

Liz Bales, Director General at Industry Trust for IP Awareness said: *"We're delighted to be working with Lionsgate UK on the latest film in The Hunger Games franchise. Our partnership, leveraging the new FindAnyFilm cinema booking tool, promises to not only inspire viewers to choose official film, TV and video services, but also to convert campaign views into direct sales across formats. We're now into our third year of the Moments Worth Paying For campaign and independent tracking research from ICM shows our campaign is continuing to resonate with audiences. And by continuing to evolve the campaign to dovetail with innovations in the service delivered by FindAnyFilm we can continue to address the key drivers of piracy."*

Nicola Pearcey, Managing Director Home Entertainment and New Media at Lionsgate UK said: *"This is the second collaboration between Lionsgate and the Industry Trust and we're proud to continue working with them on educating audiences on the value of creative content. This trailer will really resonate with audiences who have waited 18 months for the next chapter of Katniss' journey, with their patience making the movie experience all the more worth paying for. We're also proud to be the first to utilise the new FindAnyFilm cinema booking tool in conjunction with our unique Moments Worth Paying For campaign trailer to drive both cinema bookings and home entertainment sales."*

**THE HUNGER GAMES: CATCHING FIRE** begins as Katniss Everdeen has returned home safe after winning the 74th Annual Hunger Games along with fellow tribute Peeta Mellark. Winning means that they must turn around and leave their family and close friends, embarking on a "Victor's Tour" of the districts. Along the way Katniss senses that a rebellion is simmering, but the Capitol is still very much in control as President Snow prepares the 75th Annual Hunger Games (The Quarter Quell) - a competition that could change Panem forever.

THE HUNGER GAMES: CATCHING FIRE is directed by Francis Lawrence, from a screenplay by Simon Beaufoy and Michael DeBruyn, based upon the novel "Catching Fire" by Suzanne Collins and produced by Nina Jacobson and Jon Kilik. The novel is the second in a trilogy that has over 50 million copies in print in the U.S. alone.

THE HUNGER GAMES: CATCHING FIRE opens on November 21, 2013.

- ENDS -

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### **Notes to Editors**

#### **About The Industry Trust for IP Awareness**

The Industry Trust is the UK film, TV and video industry's consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to engage three distinct audience groups: young people, 16-34-year-old men; and parents, providing extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust's work, [visit www.industrytrust.co.uk](http://www.industrytrust.co.uk)

#### **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. Operated by the Industry Trust for IP Awareness, 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 Lionsgate UK.**

Lionsgate U.K. is the diversified U.K.-based filmed entertainment arm of Lionsgate (NYSE:LGF), the leading independent filmed entertainment studio. The company (formerly Redbus Film Distributors) was acquired by Lionsgate in October 2005 and has since established a reputation in the U.K. as a leading producer and distributor and acquirer of commercially successful and critically acclaimed product, recently releasing Steven Soderbergh's "MAGIC MIKE", Simon West's "THE EXPENDABLES 2" and Mike Newell's "GREAT EXPECTATIONS" as well as the box office smash hit *THE HUNGER GAMES* earlier in 2012. Upcoming releases include "THE LAST STAND" starring Arnold Schwarzenegger, "THE PAPERBOY" starring Nicole Kidman and Zac Efron, "OLYMPUS HAS FALLEN" starring Gerard Butler, Morgan Freeman and Aaron Eckhart, "FILTH" starring James McAvoy and Jamie Bell, and "THE RAILWAY MAN", starring Colin Firth and Nicole Kidman

Its prestigious and prolific library of nearly 13,000 motion picture titles and television episodes – including *Mad Men*, *Nurse Jackie* and *Weeds* – is a valuable source of recurring revenue and a foundation for the growth of the Company's core businesses – film production and distribution, TV programming, home entertainment, family entertainment and video-on-demand content. The Lionsgate U.K. brand is synonymous with original, daring, quality entertainment in markets around the globe. [www.lionsgatefilms.co.uk](http://www.lionsgatefilms.co.uk)