

## THE INDUSTRY TRUST AND SONY PICTURES RELEASING UK LAUNCH EXCLUSIVE *MOMENTS WORTH PAYING FOR* “THE AMAZING SPIDER-MAN 2” TRAILER

- *Exclusive THE AMAZING SPIDER-MAN 2 footage reminding audiences of the “worth paying for” moments from film*

**On Friday 28<sup>th</sup> February** The Industry Trust for IP Awareness and Sony Pictures Releasing UK will launch an exclusive **THE AMAZING SPIDER-MAN 2** trailer that sees Spider-Man pitted against new foe Electro.

Spider-Man’s most important battle has been within himself: the struggle between the ordinary obligations of Peter Parker and the extraordinary responsibilities of Spider-Man. In this latest education trailer scenes of Spider-Man in action serve as a reminder to audiences of the great entertainment and emotional value they get from film.

With Marvel titles appealing to the core 16-34 male audience target, of which those who are exposed to the *Moments Worth Paying For* campaign are twice as likely to pay for content<sup>1</sup>. Sony Pictures Releasing UK secured exclusive film footage to ensure Spider-Man continues to take audiences on the inspirational journey to choose official film, TV and video content.

The action packed **THE AMAZING SPIDER-MAN 2** highlights the wonderful value of film, TV and video content and directs to FindAnyFilm.com, encouraging audiences to re-live those “drop-the-popcorn moments” of everyone’s favourite super-hero, Spider-Man.

To amplify the reach and influence of the trailer, the Industry Trust will implement its successful integrated multi-media approach across cinema, digital, PR, social media and outdoor to complement the **THE AMAZING SPIDER-MAN 2** marketing strategy.

Liz Bales, Director General at Industry Trust for IP Awareness said: *“THE AMAZING SPIDER-MAN 2 has wide audience appeal, similar to our previous Marvel execution which performed well for the target audience, making it the perfect choice for the next instalment of the campaign. With each trailer execution delivering more traction and success for the campaign it’s key that this momentum continues. We’re delighted to have partnered for the first time with Sony Pictures Releasing UK on one of the tent pole releases for 2014. Through the thrilling scenes of Spider-Man and the additional support of the Sony Pictures Releasing UK team we’re able to continue to increase awareness of the huge range of legal services that are available through FindAnyFilm.com, helping to continue to reduce audience engagement with infringing content.”*

Peter Taylor, Managing Director, Sony Pictures Releasing UK said: *“We have been working with the Industry Trust since it was created – almost ten years ago. This is the first time we’ve collaborated on an exclusive trailer for the influential Moments Worth Paying For campaign and we’re excited that Spider-Man is taking our audience on this journey. Consumer Education campaign’s such as Moments Worth Paying For have proven success in supporting the sector and reducing the impact of piracy. Sony is committed to tackling the key drivers to copyright infringement and working with the Trust is the perfect way to deliver on that objective. Securing support from the Director, Marc Webb – adds further weight to the argument around the value of film, helping audiences to put the message into context.”*

Marc Webb, Director **THE AMAZING SPIDER-MAN 2** said: *“Working on Spider-Man brought an opportunity for every single person involved in the film to work on something complex and*

<sup>1</sup>ICM December 2013

*challenging and ultimately something we all took a great deal of pride in. The ‘Moments Worth Paying For’ campaign – which we’re very happy to be partnering with – is a fantastic way that we can enlighten film lovers, by helping them to experience the levels of work and creativity that go into bringing them the movies they love.”*

It’s great to be Spider-Man (Andrew Garfield). For Peter Parker, there’s no feeling quite like swinging between skyscrapers, embracing being the hero, and spending time with Gwen (Emma Stone). But being Spider-Man comes at a price: only Spider-Man can protect his fellow New Yorkers from the formidable villains that threaten the city. With the emergence of Electro (Jamie Foxx), Peter must confront a foe far more powerful than he. And as his old friend, Harry Osborn (Dane DeHaan), returns, Peter comes to realize that all of his enemies have one thing in common: OsCorp. Directed by Marc Webb. Produced by Avi Arad and Matt Tolmach. Screen Story and Screenplay by Alex Kurtzman & Roberto Orci & Jeff Pinkner. Based on the Marvel Comic Book by Stan Lee and Steve Ditko.

THE AMAZING SPIDER-MAN 2 opens in cinemas nationwide on April 18th 2014. Associated *Moments Worth Paying For* activity will run in cinema, outdoor and online.

- ENDS –

For more information on *Moments Worth Paying For* please contact Sylvia Wan on: 0207 440 0383 / [sylvia.wan@industrytrust.co.uk](mailto: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 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 data services 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 digital (or on demand) services. Visitors can search by title and or talent, and can sort their results by format and price. The original website has been evolved and now includes an API open to all, a cinema booking app available to all UK distributors and javascript links to purchase which can be embedded in film news and reviews content across the web. Whilst the original website has been updated to reflect new formats, an array of tools have been developed to further the reach of the data – including an open API, a CMS based cinema booking app available to all UK distributors and dynamic buttons linking online film review and articles to points of purchase.

### **About The Amazing Spider-Man 2**

We’ve always known that Spider-Man’s most important battle has been within himself: the struggle between the ordinary obligations of Peter Parker and the extraordinary responsibilities of Spider-Man. But in The Amazing Spider-Man 2, Peter Parker finds that a greater conflict lies ahead.

It’s great to be Spider-Man (Andrew Garfield). For Peter Parker, there’s no feeling quite like swinging between skyscrapers, embracing being the hero, and spending time with Gwen (Emma Stone). But being Spider-Man comes at a price: only Spider-Man can protect his fellow New Yorkers from the formidable villains that threaten the city. With the emergence of Electro (Jamie Foxx), Peter must confront a foe far more powerful

than he. And as his old friend, Harry Osborn (Dane DeHaan), returns, Peter comes to realize that all of his enemies have one thing in common: OsCorp. Directed by Marc Webb. Produced by Avi Arad and Matt Tolmach. Screen Story and Screenplay by Alex Kurtzman & Roberto Orci & Jeff Pinkner. Based on the Marvel Comic Book by Stan Lee and Steve Ditko. The film will be released in cinemas April 18, 2014. #SpiderMan

### **About Sony Pictures**

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

### **About Marvel Entertainment**

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit [marvel.com](http://marvel.com). ©MARVEL