

## **MARVEL'S AVENGERS TEAM UP IN THE LATEST *MOMENTS WORTH PAYING FOR* TRAILER**

***First trailer to use the new “Book, Buy & Watch” tagline***

**On Friday 6<sup>th</sup> March 2015** The Industry Trust for IP Awareness and Marvel Entertainment launched the latest *Moments Worth Paying For* trailer, a collaboration on the epic new Marvel's *Avengers: Age of Ultron* which champions the value of the big screen experience and also uses the new “Book, buy & watch” tagline for FindAnyFilm.com

The *Moments Worth Paying For* campaign launched in February 2011 and 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. *Marvel's Avengers: Age of Ultron* will be the first trailer to use the new tagline, which not only explicitly demonstrates the ways in which you can access legal Film and TV content via FindAnyFilm.com but gives audiences a direct call to action. The in cinema campaign will be supported by activity across online and outdoor.

From Marvel Studios, *Avengers: Age of Ultron* reunites the Marvel Avengers team for the first time on screen since the global box office success of *Marvel's Avengers Assemble* which took over \$1.5 billion at the worldwide box office making it the third biggest film of all time. The film sees Tony Stark jumpstart a dormant peacekeeping program, but things go awry and Earth's Mightiest Heroes, including Iron Man, Captain America, Thor, The Incredible Hulk, Black Widow and Hawkeye, are put to the ultimate test as they battle to save the planet from destruction at the hands of the villainous Ultron.

*Marvel's Avengers: Age of Ultron* stars Robert Downey Jr., who returns as Iron Man, along with Chris Hemsworth as Thor, Mark Ruffalo as Hulk, Chris Evans as Captain America, Scarlett Johansson as Black Widow and Jeremy Renner as Hawkeye. Together with the additional support of Don Cheadle as James Rhodes/War Machine, Cobie Smulders as Agent Maria Hill, Stellan Skarsgård as Erik Selvig and Samuel L. Jackson as Nick Fury, the team must reassemble to defeat James Spader as Ultron, a terrifying technological villain hell-bent on human extinction. Along the way, they confront two mysterious and powerful newcomers, Pietro Maximoff, played by Aaron Taylor-Johnson, and Wanda Maximoff, played by Elizabeth Olsen and meet an old friend in a new form when Paul Bettany becomes Vision.

Lee Jury, Vice President, Head of Studios Marketing EMEA and UK, The Walt Disney Company said: “*The Walt Disney Company is delighted to support the Industry Trust’s continued effort in educating consumers on the value of Film. It has been a pleasure to work with them once again to develop and produce this latest trailer featuring content from Marvel's Avengers: Age of Ultron; using the spectacular visuals to inspire audiences in making the legal choice when it comes to content.*”

Liz Bales, Chief Executive at Industry Trust for IP Awareness said: “*It's wonderful to be working with Marvel on another Moments Worth Paying For trailer. Their titles are always a perfect fit for the 16 – 34 year old filmgoers; making this trailer impactful and engaging whilst still informing audiences on where they can book, buy & watch.*”

*Marvel's Avengers: Age of Ultron* opens in UK Cinemas on Thursday 23 April 2015.

-ENDS-

For more information on *Moments Worth Paying For* please contact Sylvia Wan on:  
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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 Marvel's Avengers: Age of Ultron:**

Marvel Studios presents "Avengers: Age of Ultron," the epic follow-up to the biggest Super Hero movie of all time. When Tony Stark tries to jumpstart a dormant peacekeeping program, things go awry and Earth's Mightiest Heroes, including Iron Man, Captain America, Thor, The Incredible Hulk, Black Widow and Hawkeye, are put to the ultimate test as the fate of the planet hangs in the balance. As the villainous Ultron emerges, it is up to The Avengers to stop him from enacting his terrible plans, and soon uneasy alliances and unexpected action pave the way for an epic and unique global adventure.

Marvel's "Avengers: Age of Ultron" stars Robert Downey Jr., who returns as Iron Man, along with Chris Hemsworth as Thor, Mark Ruffalo as Hulk and Chris Evans as Captain America. Together with Scarlett Johansson as Black Widow and Jeremy Renner as Hawkeye, and with the additional support of Don Cheadle as James Rhodes/War Machine, Cobie Smulders as Agent Maria Hill, Stellan Skarsgård as Erik Selvig and Samuel L. Jackson as Nick Fury, the team must reassemble to defeat James Spader as Ultron, a terrifying technological villain hell-bent on human extinction. Along the way, they confront two mysterious and powerful newcomers, Pietro Maximoff, played by Aaron Taylor-Johnson, and Wanda Maximoff, played by Elizabeth Olsen and meet an old friend in a new form when Paul Bettany becomes Vision.

Written and directed by Joss Whedon and produced by Kevin Feige, p.g.a., Marvel's "Avengers: Age of Ultron" is based on the ever-popular Marvel comic book series "The Avengers," first published in 1963. Louis D'Esposito, Alan Fine, Victoria Alonso, Jeremy Latcham, Patricia Whitcher, Stan Lee and Jon Favreau serve as executive producers. Get set for an action-packed thrill ride when The Avengers return in Marvel's "Avengers: Age of Ultron" on May 1, 2015.

#### **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-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit [marvel.com](http://marvel.com). © 2015 MARVEL