

KIT HARINGTON AND PETER FIRTH FILM EXCLUSIVE SCENES FOR **MOMENTS WORTH PAYING FOR SPOOKS: THE GREATER GOOD TRAILER**

On Friday 17th April 2015, The Industry Trust for IP Awareness, Pinewood Pictures and 20th Century Fox launched the latest bespoke *Moments Worth Paying For* trailer, a collaboration on the British spy thriller **Spooks: The Greater Good** which champions the value of the big screen experience in their quest to reduce the impact of copyright infringement on the audio visual sector. Kit Harington and Peter Firth shot exclusively for the Industry Trust and the bespoke 35 second trailer also features action sequences from the film.

Pinewood Pictures played a vital role in securing support and buy-in from British filmmakers and talent to provide the campaign with original content to truly inspire respect for the value of official film, TV and video content. *Spooks: The Greater Good* *Moments Worth Paying For* trailer features British actors Peter Firth and Kit Harington in character, with the spectacular London skyline as a backdrop, emphasising the quintessentially British aspect of the film.

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. The *Spooks: The Greater Good* *Moments Worth Paying For* trailer continues 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 also be supported by activity across outdoor and is another example of how The Industry Trust aims to amplify reach and influence as part of its successful consumer education programme.

Bharat Nalluri directs this British spy thriller, spin-off of the groundbreaking BBC television series starring Peter Firth.

When charismatic terrorist Adem Qasim (Elyes Gabel) escapes from MI5 custody during a high profile handover, legendary operative Harry Pearce (Firth), Head of Counter-terrorism, is blamed. Disgraced and forced to resign, Harry disappears without a trace.

With MI5 on its knees in the wake of the Qasim debacle and facing controversial reform, former agent Will Holloway (Kit Harington) is brought back from Moscow to discover the truth about Harry's disappearance and in doing so, uncovers a shocking revelation; Harry is still alive, has gone rogue and desperately needs Will's help.

Will must decide whether to turn Harry in - or risk everything by trusting the damaged, dangerous master spy who betrayed him once before...

Gemma Spector, Head of Distribution at Pinewood Pictures said: "This is our first collaboration with the Industry Trust and we are very excited to be working with them to continue their efforts in educating consumers on the value of film. Creating and delivering a unique script for the *Spooks: The Greater Good* trailer has allowed us to carefully balance the messaging required to inspire audiences of all ages to choose official film, whilst promoting the film itself. It was great to invite the Industry Trust down to the shoot and for them to see the hard work that goes into producing bespoke

content. It's a great partnership to be part of and we really hope this trailer continues to support the hugely successful work of The Industry Trust."

Ollie Madden and Jane Featherstone, producers of Spooks: The Greater Good said: "*It has been wonderful working with the Industry Trust on such a great campaign that we hope will continue to inspire film and TV consumers to understand the value of content. It has been a great project with full support from our writers Sam Vincent and Jonathan Brackley, cast and crew led by director Jim Weedon who worked tremendously hard on this unique piece.*"

Sylvia Wan at Industry Trust for IP Awareness said: "We were lucky enough to visit the set during filming which was absolutely fantastic. It was great watching the script come to life and to see first-hand how hard the cast and crew worked to get the trailer filmed, we are extremely grateful to have been invited to the set. It's been brilliant working with Pinewood Pictures for the first time and collaborating with 20th century Fox again! Spooks: The Greater Good is 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."

Spooks: The Greater Good opens in UK Cinemas on Friday 8th May 2015.

-ENDS-

For more information on *Moments Worth Paying For* please contact Sylvia Wan on:
0207 440 0383 / 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 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 Spooks: The Greater Good

When charismatic terrorist Adem Qasim (Elyes Gabel) escapes from MI5 custody during a high profile handover, legendary operative Harry Pearce (Peter Firth), Head of Counter-terrorism, is blamed. Disgraced and forced to resign, Harry disappears without a trace.

With MI5 on its knees in the wake of the Qasim debacle and facing controversial reform, former agent Will Holloway (Kit Harington) is brought back from Moscow to discover the truth about Harry's disappearance and in doing so, uncovers a shocking revelation; Harry is still alive, has gone rogue and desperately needs Will's help.

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About Pinewood Pictures

Pinewood Pictures is part of the Pinewood Studios group, a leading provider of studio and related services to the global film and television industry. The company funds and distributes TV and film productions in the UK on behalf of the Isle of Man Media Fund and The Welsh Government's Media Investment Budget and also offers direct equity investment from Pinewood itself.

Projects in which Pinewood Pictures has invested include Michael Grandage's *Genius*, *Spooks: The Greater Good*, *Pressure*, *Belle*, *Take Down* and *Dorm Hemingway*.

www.pinewoodpictures.com