

**Press release**

**Primesight partners with Industry Trust for IP Awareness in *Moments Worth Paying For* anti-piracy education campaign**

**London, 18th April 2016**

Primesight has today announced a partnership with the Industry Trust for IP Awareness. Primesight will leverage its portfolio of digital 6-sheet screens situated in cinema foyers across the country to amplify the Industry Trust *Moment’s Worth Paying For* campaign, which promotes the value of creativity and seeks to inspire and educate consumers to choose legal routes to film and TV content and help reduce piracy.

Primesight screens will enable the Industry Trust to further reach out to target audiences of film fans and young people visiting cinemas, reinforcing messages from the *Moments* campaign that will also appear on cinema screen ad reels courtesy of DCM and Pearl & Dean.

Primesight joins a network of supporters from across the film and TV ecosystem that champions the ethos of the *Moments* campaign and advocates directing consumers to FindAnyFilm.com, the industry funded site where film fans can book cinema tickets and watch, buy, or rent films and TV shows from the UK’s extensive range of legal sources. The campaign supporter network includes film studios that produce bespoke *Moments Worth Paying For* trailers that dovetail with the promotion of new release film titles. Supported by the cinema industry, trailers are screened across the UK and Ireland throughout the year.

**Naren Patel, CEO of Primesight, said:** “As a firm partner of the film and TV industry, Primesight is pleased to be supporting the efforts of the Industry Trust to both celebrate the creative value of content and reduce piracy. Our digital 6-sheet screens will ensure *Moments Worth Paying For* reaches the right audiences when entering and leaving cinemas, to further amplify this important message.”

**Liz Bales, Chief Executive of the Industry Trust, said**: “Thanks to collaborations such as the Primesight partnership, we are able to collectively leverage strength from across the industry and bring crucial messages to more consumers, through more channels, with greater frequency. These collaborations are vital to the longevity of the campaign and the ongoing task of reducing copyright infringement through consistent education, inspiring audiences to value creativity.”

Independent research by ICM revealed that 40% of 11-15-year-olds and 49% of 16-34 males who infringe recognise *Moments Worth Paying For;* and those who are exposed to the campaign are significantly more likely to pay for the official film and TV programme.

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**About Primesight**

Primesight is one of the UK’s largest suppliers of out-of-home (OOH) solutions.

We understand the power of OOH advertising and its ability to be effective at changing the attitudes and actions of our audience.

We are passionate about results and have built a culture that is focussed on delivering them for our customers.

Our product portfolio is one of the largest in the UK reaching audiences in a range of environments including Roadside, Cinema, Retail Convenience, and Subway transit.

The operation of the largest UK network of fully interactive screens allows touch, sound and gesture engagement as well as mobile connection through touch points.

Our OOH sciences team makes use of proprietary research tools such as Primemobile and Primedesign to help improve the impact and measurement of campaigns.

We are proud to help SMEs across the country grow their business as well as working with many of the top 100 advertisers in the UK every year.

**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)