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**Universal Pictures UK & Industry Trust for IP Awareness launch BATTLESHIP:  
'Moments Worth Paying For' Trailer**

In cinemas now, visitors to UK cinemas will be the first to see a high impact film trailer designed to inspire greater respect for copyright and the value of film and TV content.

The special trailer, produced by **Universal Pictures**, uses content from Universal's 2012 blockbuster release, **BATTLESHIP - out 11th April** and shows the range and intensity of emotions audiences will experience when seeing the film in cinemas.

The first of a series of title specific adverts, the campaign builds on the success of the **'Moments Worth Paying For'** campaign, launched by the Industry Trust for IP Awareness last year, which aimed to win hearts and minds in the continued challenge posed by copyright infringement.

Edited with film content, the trailer turns the camera on the viewer to capture the emotions that watching film and TV can evoke – and positions these as *"Moments worth paying for"*.

The Battleship/Moments Worth Paying For collaboration will consist of a 30 second spot to be shown in all cinemas across the UK for 4 weeks over an 8 week period to 10<sup>th</sup> May. Additionally, a supporting poster will be showcased on over 500 outdoor sites across the UK over a 2 week period. The campaign will also highlight the wealth of official ways to watch film and TV by directing viewers to **Findanyfilm.com** - a gateway to official film and TV services across a range of formats, both on and offline.

**Niels Swinkels, Managing Director of Universal Pictures UK** said *"We are proud to collaborate with the Industry Trust and support their 'Moments Worth Paying For' campaign. Showcasing our summer blockbuster Battleship, the message reinforces the notion that films like this are made to be seen on the big screen and deepens cinemagoers' understanding that their support is essential for us to continue to deliver such unique experiences."*

**Liz Bales, Director General of the Industry Trust for IP Awareness** said *"After the success of last years 'Moments' campaign, we're delighted to take this step forward and work with Universal Pictures on such a fantastic title. Using new release content to engage with our audience on the important issue of copyright infringement is a proven approach embraced by both the film and TV industries. We feel certain it will provide great benefits to the marketing of the release while continuing the great strides made in change attitudes and consumer behavior around copyright theft"*

**WATCH THE TRAILER HERE: <http://bit.ly/GRiQBQ>**

**ENDS**

**For more information please contact Sheena Patel & Matthew Joslin at Grapevine on 0207 819 9282 or [sheena@grapevinedigital.com](mailto:sheena@grapevinedigital.com) and [matt@grapevinedigital.com](mailto:matt@grapevinedigital.com)**

## Notes to editors

### About the Industry Trust for IP Awareness

The Industry Trust for Intellectual Property Awareness was established in 2004 to tackle the growing issue of film and TV copyright infringement in the UK. Today it has more than 30 members, including Film and TV distributors, cinemas, DVD retailers and home entertainment rental companies. The Industry Trust seeks to achieve its aims through consumer education and awareness campaigns and the provision of training and information for those working to protect and enforce copyright. For more information on the Industry Trust's work visit [www.industrytrust.co.uk](http://www.industrytrust.co.uk)

### About Universal Pictures

Universal Pictures is a division of Universal Studios ([www.universalstudios.com](http://www.universalstudios.com)). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

### About Battleship

Peter Berg (*Hancock*) produces and directs ***Battleship***, an epic action-adventure that unfolds across the seas, in the skies and over land as our planet fights for survival against a superior force. Based on Hasbro's classic naval combat game, *Battleship* stars Taylor Kitsch as Hopper, a Naval officer assigned to the *USS John Paul Jones*; Brooklyn Decker as Sam, a physical therapist and Hopper's fiancée; Alexander Skarsgård as Hopper's older brother, Commanding Officer Stone of the *USS Samson*; Rihanna as Lt. Raikes, Hopper's crewmate and a weapons specialist on the *USS John Paul Jones*, and international superstar Liam Neeson as Hopper and Stone's superior (and Sam's father), Admiral Shane.

Berg directs this epic action-adventure also produced by Brian Goldner and Bennett Schneir of Hasbro (the *Transformers* franchise), along with Scott Stuber (*Couples Retreat*), Sarah Aubrey (*The Kingdom*) and Duncan Henderson (*Master and Commander*).

### About FindAnyFilm.com

Created by The UK Film Council and funded by Lottery grants, FindAnyFilm.com is one of the UK's leading websites for film fans looking to watch, buy, download or rent great films. The site is supported by advertising revenue making this unique service free of charge for users, so they can find any film across six different formats including cinema, TV, DVD, downloads and Blu-ray.

FindAnyFilm.com aims to give the best possible movie experience, promoting every type of film that's available for viewing in the UK. The site works with the UK Film Council, the Industry Trust, and exhibitors, distributors and retailers, to promote legally available films - making high-quality, legal viewing a top priority. The site is also committed to becoming the UK's most comprehensive film-watching search engine, with an ever-increasing number of titles and a wide choice of reputable retailers.