



FindAnyFilm.com adds Distrify to broaden consumer choice

FindAnyFilm has announced the addition of Distrify titles to its website, the easy-to-use gateway to legitimate film, TV and video services. This comes as Distrify, which has been at the forefront of the industry in offering direct-to-audience distribution becomes the first in a host of legal independent film providers to take advantage of the site's unique proposition for consumers.

FindAnyFilm.com aggregates film availability across all formats, allowing film fans to search for titles across localised cinema listings, comprehensive DVD, Blu-Ray and UltraViolet releases and an ever growing range of digital download and streaming services enabling consumers to watch at the push of a button. With search results ranked by price, the site is designed to tackle the key driving factors of piracy: affordability, availability and convenience.

FindAnyFilm continues to play a key part in the Industry Trust's consumer education campaigns, by providing a one stop shop of legitimate places for consumers to find film availability in the UK. Films from Distrify will provide a greater range of choice on FindAnyFilm.com, ensuring that consumers' tastes are catered for as the site continues to provide quick and easy access to legal content.

Distrify work with more than 100 distributors in the UK and internationally, connecting a network of more than 350 million people with a range of independent and world cinema .. By working closely with distributors Distrify aims to create a tailored online distribution method that compliments each film release. This includes the day-and-date release of Sarah Polley's acclaimed film, "Stories We Tell",,, which was sold direct to fans via Distrify powered premiere on The Guardian website, as well as the Led Zepplin: Celebration Day concert film which was sold to cinema..By partnering with FindAnyFilm, Distrify will continue to extend and amplify the reach of its content to audiences in the UK.

Mark de Quervain, Partnerships Director of FindAnyFilm said, "We know that our audiences are hungry for content and it's wonderful to be able to give them such variety in film choice. With so many more films released across a year than ever before – from those huge blockbusters to the artful independents – it's through integrations with sites such as Distrify that we can continue to remain relevant to audiences. The beauty of FindAnyFilm.com is that you can find it all in one place and you know it's all above board - helping to combat another key driver of copyright infringement."

Andy Green/Peter Gerard, Founder of Distrify said, “We’re very happy to partner with FindAnyFilm.com and the Industry Trust, as supporters of the important consumer educational work carried out by the industry. The Distrify player has been developed to share film legally and through this partnership we can strengthen the ways audiences can buy and share films they love and value.”

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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 Distrify

www.distrify.com

Distrify is the fast-growing online cinema with integrated viral marketing tools offering filmmakers and distributors the opportunity to reach audiences worldwide. The ground-breaking player is supported by the MEDIA Programme

Distrify turns every trailer for a film into an instant VoD player allowing the customer on discovering a film to click ‘rent’ or ‘buy’. Film fans are rewarded for sharing trailers with their contacts and film critics, online publishers and film fans are able to curate their favourite film collections and earn money for their efforts. Not only does Distrify offer international distribution, but it also ensures that the majority of the revenue earned back by films is passed back to the filmmaker.

Distrify is pioneering direct-to-fan online film distribution for.

- The **BFI Production Board Collection** which will offer audiences worldwide to classics from the collection of 300 films. Creative Scotland and the **Scottish Film Collection** to national and international audiences.
- The Bangalore-based portal hometalkies.com offering films to the Indian diaspora.
- The **Glasgow Film Theatre** and the **Edinburgh Filmhouse** cinema-curated Video on Demand (VoD).
- LGBT film distributor Wolfe Video's **WolfeOnDemand.com**.
- **The Guardian** and international film distributors to offer films such as Terry's Gilliam's *The Wholly Family*.

The Distrify model and technology has been pioneered by co-founders Peter Gerard and Andy Green.

Peter Gerard is an award-winning film producer whose films played at festivals, sold for international broadcast, and downloaded tens of thousands of times. He has also specialised in Rich Internet Applications development and has designed and programmed award-winning eCommerce and eCommunity applications for large financial institutions, governmental organisations, and commercial clients.

Andy Green is an award-winning film editor and producer whose experience includes promos, commercials, broadcast documentaries and short dramas. As an independent producer his films have won several awards including Best Short Documentary prizes at the Palm Springs and San Francisco film festivals.