

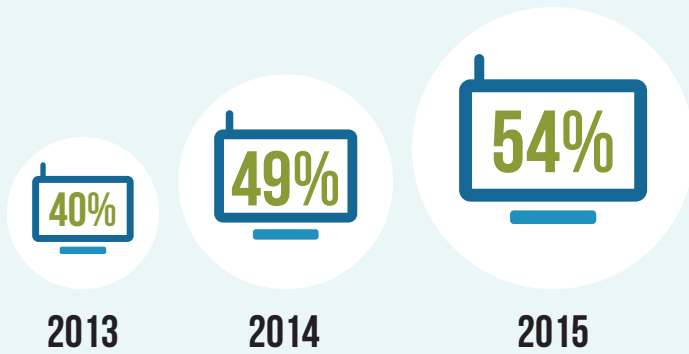
INDUSTRY TRUST MOMENTS WORTH PAYING FOR 2015 REVIEW



The Industry Trust for IP Awareness is the UK film, TV and video industry's consumer education body, promoting the value of copyright and creativity. It's successful Moments Worth Paying For consumer education campaign sees the Trust collaborating with studios to produce trailers that inspire audiences to value great movie moments and choose to watch film, TV and video via legitimate sources by pointing them to the industry funded search tool FindAnyFilm.com. 2015 works included trailers for *Star Wars: The Force Awakens*, *Inside Out*, *Magic Mike XXL*, *The Peanuts Movie* and *Shaun the Sheep*, to name a few, reaching xxx across the distinct target audiences of young people, 16-34-year-old men; and women. The Trust's campaign tracking research in partnership with ICM provides extensive insight around audience attitudes and understanding of intellectual property.



With more people than ever spending money on film and TV, this is an exciting time for the industry. Over the last **3 years**, access to **paid-for** digital content has **boomed** across **all age groups**.



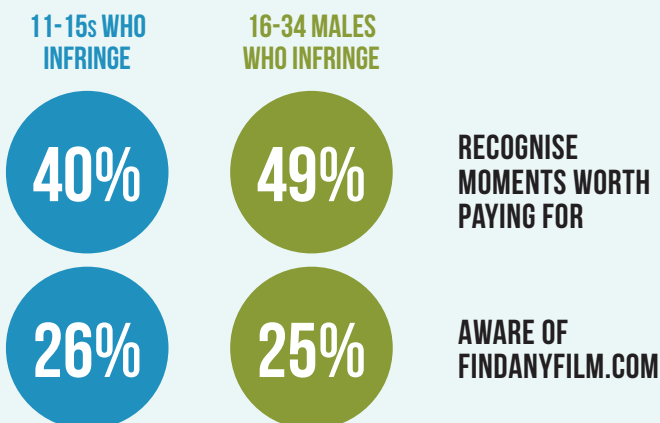
Motivators for choosing authorised content:



Motivators to infringement:



Industry Trust activities successfully reach the target audience



23% infringe content, which is unchanged from 2014
56% of which are males aged 16-34

Women remain less likely to infringe than men, **but the gap is narrowing.**



Findanyfilm.com continues to guide consumers towards authorised digital content



10% HAVE HEARD OF FAF



11-15s are also infringing in greater numbers.

Girls lead boys in this age group

34% OF 11-12S INFRINGE