**RICKY GERVAIS CREATES ANTI-PIRACY AD FOR NEW FILM**

**DAVID BRENT: LIFE ON THE ROAD**

**Comedian releases exclusive tongue-in-cheek**

***Moments Worth Paying For* trailer**

**LONDON, 1st July 2016:** The Industry Trust for IP Awareness and Entertainment One UK (eOne) today launched an exclusive **DAVID BRENT: LIFE ON THE ROAD** trailer that sees Ricky Gervais asking audiences not to pirate his new film in his typical deadpan style.

Starring Ricky Gervais as himself, the 35 second exclusive piece to camera delivers Ricky’s own unique take on anti-piracy messaging, where he asks audiences not to pirate movies because the quality is bad and it affects many peoples’ livelihoods. In his inimitable style he tells viewers to forsake saving themselves a few quid by pirating his films, and that they should go and watch it in the cinema instead in order for him to make millions. The trailer forms part of the successful *Moments Worth Paying For* copyright education campaign.

Written, directed by and starring Ricky Gervais, **DAVID BRENT: LIFE ON THE ROAD** sees the highly anticipated big screen debut of one of comedy’s best-loved characters, David Brent (Ricky Gervais). The film catches up with Brent twelve years on from the BBC mockumentary ‘The Office’ to find he is now a travelling salesman with Lavichem, a cleaning and ladies’ personal hygiene products company. However, he hasn’t given up on his dream of rock stardom and is about to embark on a self-financed UK tour with his band, ‘Foregone Conclusion’.

The Industry Trust handed artistic control of the trailer to Gervais, who tore up the rule book and took the trailer spectacularly off-message as only he can. While the trailer is a light-hearted take on piracy, the reality is that in 2015, the top 20 titles made up, a total of 41%\* of the total UK box office, meaning that a high percentage of films weren’t seen by a lot of people. Piracy is detrimental to the film industry and without continued investment, it will be more difficult for independent and smaller studios to make films, reducing the choice for consumers. The Industry Trust’s *Moments Worth Paying For* campaign continues to inspire audiences to respect the value of creative content by demonstrating that film, TV and video have an entertainment value worth paying for. The campaign also points consumers to legal film search-engine, FindAnyFilm.com, as a great starting point for enjoying legal films, across all formats. Ensuring audiences have the widest range of choice when it comes to watching their favourite content and to make the right decision.

**Kezia Williams, Head of Theatrical Distribution** at **Entertainment One** said: *“We are pleased to have delivered this bespoke piece for the Industry Trust’s ‘Moments Worth Paying For’ campaign. The exclusive footage is quite a departure from the regular ‘Moments Worth Paying For’ messaging and we certainly hope audiences will take Ricky’s advice and choose to see* ***DAVID BRENT: LIFE ON THE ROAD*** *on the big screen!  We’re delighted that Ricky has chosen to support this important cause and it has been great working with the Trust on the campaign.”*

**Sylvia Wan, Digital Communications Manager** at **The Industry Trust for IP Awareness** said: “*It’s been great working with Entertainment One UK and Ricky Gervais on the* ***DAVID BRENT: LIFE ON THE ROAD*** *trailer. Ricky wrote the trailer himself, so while it’s a brave move away from our usual Moments Worth Paying For messaging, if anyone can do it, it’s got to be Ricky. We hope the trailer will help open up the debate and get people talking about the challenge of film piracy.”*

The **DAVID BRENT: LIFE ON THE ROAD** *Moments Worth Paying For* trailer will show in cinemas from the 1st July 2016. The campaign will be supported by media activity across online and outdoor space, ensuring the campaign takes a fully integrated multi-media approach to target core infringers not only in cinema but across other platforms.

**DAVID BRENT: LIFE ON THE ROAD** hits UK cinemas on 19th August 2016.

**- ENDS –**

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\*BFI Statistical Yearbook <http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-statistical-yearbook-box-office-2015-2016-04.pdf>

**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 Entertainment One**

**Entertainment One Ltd.** (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One’s robust network includes film and television studio **The Mark Gordon Company**; content creation venture **Amblin Partners** with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; leading feature film production and global sales company **Sierra Pictures**; unscripted television production companies **Renegade 83**, **Paperny Entertainment** and **Force Four Entertainment**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning digital agency **Secret Location**.

The Company’s rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.

[www.entertainmentone.com](http://www.entertainmentone.com)

**About BBC Films**

BBC Films is at the forefront of independent filmmaking in the UK, developing and coproducing

Around twelve films a year. Headed up by Christine Langan, BBC Films was awarded the Michael Balcon BAFTA for Outstanding British Contribution to Cinema in 2015.Recent releases include Thomas Vinterberg’s *Far from the Madding Crowd* , Alan Rickman’s *A Little Chaos* , Carol Morley’s *The Falling* , Simon Curtis’ *Woman in Gold* , Saul Dibb’s *Suite Française* , and Morgan Matthews’ *X + Y* . Upcoming releases include Ben Palmer’s romantic comedy *Man Up* starring Simon Pegg and Lake Bell; Bill Condon’s drama *Mr. Holmes* starring Ian McKellen; Rufus Norris’ *London Road* ; Richard Bracewell’s family comedy *Bill* ; Nicholas Hytner’s comedy drama *The Lady in the Van* starring Maggie Smith; and John Crowley’s romantic drama *Brooklyn* starring Saoirse Ronan. BBC Films’ eclectic back catalogue includes *Pride* , *Saving Mr. Banks* , *Philomena* , *Alan Partridge: Alpha Papa* , *My Week with Marilyn* , *We Need To Talk About Kevin* , *Jane Eyre* , *Salmon Fishing in the Yemen* , *Made in Dagenham, An Education* , *In the Loop* , *Fish Tank* , *My Summer of Love* , *Truly Madly Deeply*, and *Billy Elliot* .