

**14<sup>th</sup> July 2008**

## **Arts Alliance Media to join Industry Trust for IP Awareness Ltd**

Europe's leading provider of digital film distribution services, Arts Alliance Media (AAM), has joined forces with the entertainment industry to help tackle copyright theft by becoming a member of the Industry Trust for IP Awareness Ltd.

With the industry losing £152million to digital copyright theft in 2007 due to illegal downloading, streaming and file sharing, the partnership signals Arts Alliance Media's commitment to helping the British TV and Film industry tackle the continuing threat of copyright theft.

AAM joins the Trust as it embarks on the second phase of a new communications campaign, launched in July 2007. Its 2008 anti-copyright theft message will move from physical copies to illegal downloading, and will kick-off with a new television advert next week, aired for the first time on 7<sup>th</sup> July.

Liz Bales, Director-General of the Industry Trust, said: "Digital copyright theft is the industry's fastest growing threat as traditional barriers to it, such as download speed and lack of consumer knowledge, erode. We're delighted that Arts Alliance Media is joining the Trust to help the industry tackle this fast growing problem."

Howard Kiedaisch, Chief Executive Officer, Arts Alliance Media, said: "The industry lost £23million more to digital piracy in 2007 than 2006 and the problem is growing year on year. As an industry it is important we unite to tackle the issue of copyright theft in the UK and at Arts Alliance Media we wanted to actively support the Industry Trust's campaign".

The Industry Trust's campaign aims to reach the one in three consumers who engage in copyright theft by taking a multi-channel approach, including TV advertising, online communications and PR, and using tailored messages for different audiences.