



For the promotion and protection
of copyright and creativity



23 November 2009

ASDA JOINS THE INDUSTRY TRUST FOR IP AWARENESS LTD

As the Industry Trust for IP Awareness Ltd marks its 5th Annual General Meeting, it is proud to announce that the UK's second largest supermarket chain, ASDA, has joined forces with the entertainment industry to help tackle copyright theft by becoming the fourth new member of 2009 along with the BBFC, Sky and MBL.

With most recent statistics showing that the film and TV industry continues to lose around £500million a year, the partnership shows ASDA's commitment to helping the British TV, film and video industry tackle the continuing challenge of copyright theft.

Adam Cox, DVD Buying Manager, ASDA said: "As DVDs have been such a large element of our non-food expansion over the past decade, and we continue to sell a wide range of DVD, Blu-Ray and DVD Boxsets, this is an ideal time for us to join the Industry Trust. As an industry, it is important we unite to tackle the continuing problem of copyright theft and, at ASDA, we wanted to actively support the Industry Trust's campaigns".

ASDA will be lending its support to the Industry Trust's multi channeled communications campaign, which aims to reach the one in three consumers who engage in copyright theft. The campaign uses cinema, PR, radio and online communications to address illegal downloading and the production and sale of knock-off DVDs. The Trust are also seeking direct engagement with the public by taking it's messaging to the heart of consumer's social networking activities using sites such as Facebook and Twitter, whose combined monthly user figures are over 34million, and a staggering 81% of the total online population in the UK. It also provides positive education about the social and economic contribution of the creative industries to the UK economy and the role and value of copyright.

Liz Bales, Director General of the Industry Trust, said: “We are delighted that ASDA has decided to support the Industry Trust. This is another example of the audio-visual industry being committed to consumer education. Latest figures show that over 1,000¹ jobs across the retail, rental and production sector have been lost to film theft. The TV and film industry spans many sectors, it is only by forging partnerships across all these sectors that we’ll be able to tackle this growing problem.”

Anthony Peet, General Manager, Walt Disney Studios Home Entertainment, Chair of the BVA and a member of the Industry Trust, said: “ Through the Industry Trust, the audio-visual sector leads the creative industries in the field of consumer education programmes, which are a vital element of the strategy to combat copyright theft. Their highly developed, well evaluated campaigns enable us to connect and engage with our audience via the diverse media they use and in a language they understand.”

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¹ IPSOS 2007

Notes to editors

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 theft in the UK, which currently accounts for annual losses of over £500m. Today it has more than 30 members, including Film and TV distributors, cinemas, DVD retailers and home entertainment rental companies. The Trust's goals are to:

- Limit copyright theft in terms of consumption of both illegally downloaded and physical copies of digital content
- Limit the damage illegal downloads and fake DVDs cause to the 152,000 people employed by the film and television industries
- Be a voice for the industry on protection of copyright and the value of creativity

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.

It works with the industry's anti-piracy body, the Federation against Copyright Theft (FACT), Trading Standards, the Police and other agencies to help combat copyright crimes. The Industry Trust also supports the work of the Alliance against IP Theft in lobbying for more effective enforcement and tougher legislation against fakes.

For more information on the Industry Trust's work visit www.industrytrust.co.uk