



For the promotion and protection
of copyright and creativity



24 June 2009

SKY PARTNERS WITH THE INDUSTRY TRUST FOR IP AWARENESS

Sky, one of the UK's leading entertainment and communications brands, has confirmed its commitment to combating copyright theft by joining the Industry Trust for IP Awareness Ltd as a member. Sky becomes one of over 30 members of the Trust, comprised of the major players from the UK retail, distribution, and exhibition sectors of the film and television industry.

Sky is committed to tackling the issue of illegal downloading. As both a rights owner and an ISP, Sky has supported a formalised, cross-industry framework to support rights owners to better protect their copyright, as outlined in the Digital Britain report.

Supporting the enforcement of copyright protection, Sky is also a member of FACT. The partnership highlights Sky's continued commitment to tackling copyright theft, which currently costs the British film and television industry over £500million per year.

Sky will be lending its support to the Trust's multi-channelled communications campaign, which aims to reach the one in three consumers who engage in copyright theft. The campaign uses cinema, television advertising, PR, radio and online communications to address illegal downloading and the production and sale of knock-off DVDs. It provides positive education about the social and economic contribution of the creative industries to the UK economy and the role and value of copyright.

Michael Barley, Director of Security at Sky, said: “We’re delighted to become a member of the Industry Trust, an organisation which is doing such important work to change attitudes toward copyright theft. Sky is committed to promoting awareness of the value of the creative industry and the detrimental impact of copyright theft. The partnership with the Industry Trust will help us raise awareness of the challenges facing the audio-visual industry from illegal downloading and file-sharing of films and television programmes.”

Liz Bales, Director-General of the Industry Trust, said: “Sky is a welcome addition to the Industry Trust, joining us at a time when organisations in the audio-visual sector recognise the importance of consumer education as a means of reducing the impact of copyright theft, and ensuring the UK’s world class film and television industry is able to retain its competitive edge in the global entertainment market. Sky is a great innovator; it has embraced new technologies that have changed the way people view television, access content and communicate, and they will be a valued partner in our ongoing behaviour change campaign.”

-Ends-

For more information contact Katy Carter at The Industry Trust on 0207 079 6230 or email katy.carter@industrytrust.co.uk

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.copyrightaware.co.uk

About Sky

Sky is the UK's leading entertainment and communications company, operating the most comprehensive multi-channel television service. Over 9.3 million homes - a third of households across the UK and Ireland - enjoy the very best entertainment, movies, news and sports channels on Sky Digital. In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what, how and when they watch.

Over 5 million customers now choose Sky+, Sky's digital video recorder, to record and store their favourite programmes and over a million homes enjoy the unprecedented picture and sound quality of Sky+HD, which offers 33 dedicated HD channels. Sky is also the UK's fastest growing broadband and fixed-telephony provider with over 2 million customers taking Sky Broadband and just under 1.7 million customers taking Sky Talk.