

**26<sup>th</sup> November 2008**

## **Bond Executive Producer Warns of Threat to British Film Industry**

A leading figure in the film industry yesterday warned that the British film industry is at risk of coming tumbling down “like a house of cards” if the sale of ‘knock-off’ DVDs and illegal downloading of film continues growing at current levels.

The film industry is one of the most important manufacturing sectors left in the UK. Callum McDougall, Executive Producer of the recent James Bond blockbuster QUANTUM OF SOLACE, pointed to the potential cost to Britain in terms of both employment and revenue: “In the UK, we are often referred to as a cottage industry – and I just think this is a total misconception. Three out of the four Indiana Jones films and 20 out of 22 of the James Bond films were made in the UK with British studios, facilities, crew and talent.”

McDougall, was speaking about the importance of copyright protection and the negative impact of people purchasing fake DVDs or downloading knock-off films at the Industry Trust for IP Awareness’ Annual General Meeting. He said: ‘Films like Bond fund training schemes for film technicians of the future, and working on films themselves provides a great training ground for budding directors and cinematographers... if there’s no money there for films to be made, it’s like a house of cards, it all comes tumbling down...’.

The speech, which formed part of an interim review of the Industry Trust’s communications strategy, was delivered to Trust members including film studios and retailers, and representatives from UK enforcement bodies, FACT and Trading Standards.

Liz Bales, Director General of the Industry Trust, highlighted the progress made in tackling the problem but said that there was still a job to be done: “Many elements of the British audio visual industry have experienced continued success in 2008 with both DVD sales and cinema admissions up, but copyright theft still remains the single biggest threat to the future growth and potential of the industry. One in three people were involved in a form of copyright theft last year.”

Bales also provided a snapshot of some of the most significant achievements of the new communications strategy adopted by the Trust in 2007 – a behavioural change campaign to change consumer attitudes and attach a social stigma to the consumption of counterfeit products.

This included a review of the Knock-Off Nigel campaign, spearheaded by the popular adverts, which continued into its second year in 2008. Signs are showing that the phrase, denoting the kind of cheapskate who buys counterfeit DVDs, is already seeping into the everyday vernacular. The members also looked at the second strand of the Trust’s strategy, focussed on building respect for creativity in the industry. One key element of this was the launch of the Copyright Clinic on [www.copyrightaware.co.uk](http://www.copyrightaware.co.uk). This interactive tool was developed to clear up consumer confusion around copyright with one in three people admitting to not knowing what copyright is.

In 2009, the Industry Trust will continue its work to educate consumers about the importance of copyright protection. This will focus on building respect for the creative

skills that are the engine of the film industry and reward consumers for supporting legitimate business.

33,500 people were directly employed in 2006 and a further 60,000 jobs were supported by the wider UK film industry which contributed over £4.3 billion to the UK GDP and over £1.1 billion to the Exchequer.

John Woodward, CEO of the UK Film Council stressed the importance of this issue being tackled at a national level: "The industry has really got its act together over the last four years. Previously there was a sense on the part of Government that the industry wanted things done but probably hadn't got its own house in order. Now that's all changed – we've taken a terrific step forward as industry has put a lot of thought as well as money into messaging around anti-film theft and respecting intellectual property. The industry is also getting to grips with the digital world so the business models are changing. I think this means Government can be confident that industry is doing what it can and now is probably the time for Government to do what it can do to stop film theft. If we don't get it under control, piracy is going to kill the film industry."

**- ENDS -**

**For further information on the Industry Trust, an interview or images, please contact Oliver Tilley or Jennie Hudson at Blue Rubicon on 0207 260 2700 or email [trust@bluerubicon.com](mailto:trust@bluerubicon.com)**

### **Notes to editors**

#### **About 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. Today it has 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 physical copies and illegally downloaded digital content
- Limit the damage counterfeit DVDs and illegal downloads can cause, not just to the creative industries but to consumers and communities
- 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 [www.allianceagainstiptheft.co.uk](http://www.allianceagainstiptheft.co.uk) in lobbying for more effective enforcement and tougher legislation against fakes.