

LOVEFiLM LINKS WITH INDUSTRY TRUST FOR IP AWARENESS LTD

LOVEFiLM.com, Europe's largest online DVD & games rental service, has reaffirmed its stance against DVD and digital copyright theft by becoming a member of the Industry Trust for IP Awareness Ltd.

With the annual cost to the audiovisual industry from illegal content now reaching £486 million, the partnership highlights LOVEFiLM's continued commitment to helping the British TV and Film industry tackle the threat of copyright theft, strengthening the company's existing support of FACT (Federation Against Copyright Theft).

LOVEFiLM 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 TV advertising, online communications and PR to tackle both illegal downloading and DVD copying. It provides positive education around the role and value of copyright, while creating a social stigma around copyright theft.

Liz Bales, Director-General of the Industry Trust, said:

"As opinion formers and early adopters, LOVEFiLM's vast membership base can clearly help us to influence mass consumer understanding and opinion on the role of copyright and the contribution of the creative industries. We welcome Lovefilm's support for their help in our campaign against copyright theft."

In addition Simon Morris, Marketing Director at LOVEFiLM commented:

"LOVEFiLM has always been a pioneer. We continue to lead the way with online DVD rental for consumers, and are looking forward to helping shape the digital film and entertainment consumers' landscape as part of the Industry Trust."