

Content is King but Copyright must reign in digital age
Lord Triesman congratulates film and TV industry for IP protection

Lord Triesman, Minister for IP and Quality, spoke of "the growing acceptance that intellectual property is vital to the development of the UK as a knowledge economy" in a keynote speech at the Industry Trust for IP Awareness' Annual General Meeting this week.

The minister from the Department for Innovation, Universities and Skills praised the Industry Trust's progress in the face of a "momentous" challenge, in helping protect IP in the digital age. He said: "I congratulate you and others like you on work that has allowed the industry to join together to work on campaigns such as 'Knock-off Nigel', the Anti-Film Theft initiative, and 'piracy is a crime'".

The speech, which formed part of an appraisal of the Trust's new communications strategy, was delivered to Industry Trust members, including film studios and retailers, as well as trade media and representatives from UK enforcement bodies FACT and Trading Standards.

Paul Archer, acting director-general of the Industry Trust, provided a snapshot of some of the most significant achievements of the new multi-channel campaign since its launch in May this year. These included:

- A landmark partnership with the Wetherspoons pub chain, which placed hundreds of thousands of Knock-off Nigel posters and beer mats in pubs across the UK
- The link-up with Disney Pixar to use assets from the animated family film, Ratatouille to create an anti-copyright theft message
- A national advertising campaign, which is estimated to have reached more than 20 million people on television screens, at the cinema and on the internet

Paul Archer said: " When we launched the new campaign in May the idea was to try out a bold new approach to tackling copyright theft. One that would cut through the existing cynicism around the issue and the industry and one that would make copyright theft difficult to reconcile in consumers' heads."

He continued: "We are delighted with what the campaign has achieved so far. Using entertainment as a tool has enabled us to engage consumers with a serious message. We've reached a diverse set of people through a range of media. Above all, it has helped us to buy time with our audience, who are enjoying taking part in the copyright debate, whether through discussions on Facebook, through internet blogs or as competition entrants."

The Industry Trust took the opportunity to preview how the campaign will develop over coming months. At the end of November the next phase of the online activity will go live, laying the way for the second burst of TV advertising which breaks on the 3rd December. The Industry Trust is also using radio for the first time with adverts to be broadcast on a range of stations including Virgin and Talk Sport also from the 3rd December.

Work goes on as part of the Respect Creativity campaign. The Industry Trust is working closely with the Film Council to gain access to capture content that will take consumers behind the scenes of UK productions to demonstrate the protective role of copyright to consumers. The industry is also working with ERA to create the industry's first retail campaign to thank consumers for buying legitimate product in 2008.