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**BRITISH FILM AND TV STARS LINE UP TO SUPPORT “BROLLYWOOD”
Campaign promotes public support for the ‘real deal’ to protect film and TV**

Actor and director, Nick Moran has joined a host of British film and TV stars including Ben Barnes, Noel Clarke, Matt di Angelo, Tamzin Outhwaite and Paul King in backing a new campaign to support British film and TV.

The “Connected to British Film and TV” campaign, which launches on Monday 7th September, will celebrate Britain’s world-class film and TV industry and the public’s vital connection to making it so successful.

Every time the public buys a cinema ticket, DVD, Blu-ray disc or legal download, they help to fund future films and TV shows - and the 150,000 British workers that make them.

Nick Moran, who starred in the BAFTA winning British Film *Lock Stock & Two Smoking Barrels* and is the co-writer and director of critically acclaimed British Film, *Telstar*, which is out on DVD at the end of September, is lending his support to the campaign. Speaking of the need to support British Hollywood, or “Brollywood” as he calls it, he said:

In Britain, in what I call “Brollywood”, we have to work much harder on much smaller budgets to make films that can compete with Hollywood. I know from directing ‘*Telstar*’ that all those hundreds of people you see on the titles at the end of a British film have worked tirelessly and flat out for months for love more than money.

That's why our films are so special. That's why they're bursting with wit and quirk and energy and diversity. For want of a better word: with ‘Britishness’. Our films are unique, bespoke and often wonderful, but we rely completely on the film-loving British public for our survival and without your support British films simply wouldn't happen.

Every time you pay for a cinema ticket, a DVD or Blue-ray, or a legal download, it makes great British films happen and highlights the immense wealth of constantly immerging talent



we have in this country. So you're the real stars of British Film and that's what the 'Connected to British Film and TV' campaign is celebrating. So shout hooray for Brollywood and please keep up your support!"

Talent from in front of and behind the camera are signaling their support for the new campaign, which is being led by film and TV body, Industry Trust for IP Awareness, as new research reveals that:

- Film and TV is the UK industry that 18-30 year olds are 'most proud of'¹;
- Yet when it comes to paying for content, there is a huge distinction between this age group's readiness to pay for content from more traditional offline sources versus content delivered via the internet²:
 - 74% of 18-34 year olds agree they should have to pay for offline film formats (including DVDs, Blu-ray disks, cinema tickets and TV subscription services)
 - Just 39% agree they should pay for content delivered over the internet (streaming and film downloads)
- Part of the problem could be that just one in four 18-30 year olds understand that by paying to watch authorised content online they help to support the future of this industry (25%)³
- However, more than two thirds say they'd be more likely to buy the real deal if they knew their money helped to support future film production (67%)⁴

Paul King, writer and director of The Mighty Boosh and upcoming release Bunny and The Bull, said:


"What a fantastic campaign, both for writers, directors and the wider industry. Many people on Bunny and The Bull worked hundreds of hours for little or no money and will only get paid

¹ YouGov survey of 2072 adults. Fieldwork was undertaken between 29th May- 1st June 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). Sectors incorporated within the poll include: Agriculture, banking, construction, leisure and tourism, manufacturing, property, media/telecoms, retail and transport. This figure relates to 18-34 year olds' responses to the survey.

² YouGov survey of 2015 adults. Fieldwork was undertaken between 28th August – 1st September 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). The figures relate to 18-34 year olds' responses to the survey.

³ GfK NOP attitudinal survey of 1916 adults. Fieldwork was undertaken between 11th - 16th December 2008. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 16+). The figures relate to 16-34 year olds' responses to the survey.

⁴ YouGov survey of 2015 adults. Fieldwork was undertaken between 28th August – 1st September 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). The figure relates to 18-34 year-olds responses to the survey.



if people actually pay to see the film when it's out. I'm as tempted as anyone by the thought of getting something for nothing but if people don't buy legitimate cinema tickets, DVDs, Blu-ray discs and downloads, it has a serious affect on the wages and jobs of the thousands of people =employed in front of and behind the camera.”

The launch is announced as Digital Britain's pledge of faster broadband brings the promise of digital innovation but also the threat of digital copyright theft, as access to unauthorised film and TV content is set to become more readily available than ever.

Hustler star and Strictly Come Dancing runner-up Matt di Angelo commented:

“The Brits love film and TV and this campaign is a great way of celebrating a proud national passion. But we also need to realise that it's only by buying official DVDs, downloads and cinema tickets that we can enjoy the TV dramas and blockbuster films that we watch on a regular basis. We all have to recognise our responsibility to buy and download legally.”

BAFTA winning writer, actor and director Noel Clarke said:


“I'm lucky that I'm able to work hard in a job I love, the UK industry supports thousands of jobs and we couldn't do it without continued support from the public. Watch any film and wait for the end credits. There's normally hundreds of hard working, creative people involved in any production. Do something positive and sign the pledge to show your respect for me, my colleagues and anyone working in British film and TV!”

Celebrities who have also pledged their support include Tamzin Outhwaite, Ben Barnes, Trudie Styler, Philip Glenister and St Trinian's / Dorian Gray producer Barnaby Thompson. Adding to a spirit of championing British film and TV, Sir Mick Jagger recently joined a long list of celebrity supporters in trying to save a Grade II listed cinema in north London, and described cinemas as “the lifeblood of our cultural history.”

Liz Bales, director general of the Industry Trust for IP Awareness said:

“ With the digital revolution set to open up access to more unauthorised film and TV content, it's going to be more important than ever for people to understand the positive connection they have to the British creative industries”

She continued: “Film and TV is the industry that we as a nation are most proud of – and it's easy to see why. We produce award-winning films and TV shows that are enjoyed by



millions globally. We're thankful for all the support so far and urge the public to visit the website, sign the pledge and see how they're connected to British TV and film. "

Sign up to www.connectedtobritishfilmantv.com to pledge your support for British film and TV, and to see exactly how connected you are to this industry.

Plus, you can find out whether your local area is connected to British creativity on the Google Map of British Film and TV.

For more information, call Laura Hegarty or Louise Vaughan on 020 7260 2700 or 07903 827 320. Alternatively, send an email to trust@bluerubicon.com.

NOTES TO EDITORS

Connected to British Film and TV

The launch of "Connected to British Creativity" marks the next stage in two years of campaigning by the Industry Trust for IP Awareness to educate consumers about the importance of respecting copyright. In May 2009, it launched the pro-copyright "You Make the Movies" trailers in cinemas nationwide, with the message: "Your cinema ticket helps to support the film industry in the UK."

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 £400m. 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 physical copies and illegally downloaded digital content
- Limit the damage fake DVDs and illegal downloads causes 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