

Copyright theft campaign exceeding expectations

New approach is transforming attitudes and behaviour, says Industry Trust

Public attitudes to copyright theft are changing for the better, according to an independent survey by NOP on behalf of the Industry Trust for IP Awareness. The study, designed to measure the success of the Trust's new behavioural change campaign which launched in May last year with the "Knock-Off Nigel" advertising initiative, shows the industry's three-pronged attack on copyright theft is exceeding expectations.

Just seven months in to the new approach, the research shows marked improvements in public attitudes to copyright theft which directly reflect the campaign's key goal – to attach a social stigma to copyright theft so that people *choose* to not take part in it:

- Two thirds of consumers (67%) now regard copyright theft as "nothing to be proud of", compared to just 22% prior to the new campaign;
- Those that regard illegal DVD buyers as "cheapskate" or "downmarket" has more than doubled over the period, from 22% to 57%;
- Those that think unofficial downloads and file-sharing are "wrong" has risen from one in three (34%) to over half (56%);
- Those who think that buying illegal DVDs is "embarrassing" has risen from 22% to 39%.

There are also early signs of a change in consumer behaviour according to the NOP study, which shows an improvement in reported behaviour across all forms of copyright theft. The number of people buying illegal DVDs has reduced by 2% from 8% to 6%, while those that borrow illegal DVDs from friends has fallen from 15% to 11%.

Paul Archer, Interim Director-General of the Industry Trust, said: “To have achieved such a positive impact on attitudes in such a short space of time is extremely encouraging. To have started to turn those attitudes into action at this early stage far exceeds our expectations, so we’re delighted with the findings.’

“The industry’s decision to use entertainment, one of its best assets, to deliver a serious message, has been critical to our success at getting consumers engaged in the subject of copyright theft.’

“Beyond what the research can show us, the new campaign has put copyright theft back on the public agenda by turning it into a social and moral issue, not just a legal one. It has acted as a catalyst for thousands of new consumer conversations about copyright, particularly online. This is a landmark achievement for the industry and has laid strong foundations we can build on in the coming year.”

Anthony Peet, Vice-President of Walt Disney Studios Home Entertainment, commented; “It is incredibly heartening to see that the industry’s efforts to take on the huge challenge of copyright theft – especially in the digital age - is bearing fruit. We are determined to continue to working together as an industry to drive innovative and impactful campaigns that will challenge people’s approach to copyright theft.”

The Industry Trust launched its new behavioural change campaign in May 2007. It replaced the industry’s previous rational arguments against copyright theft – the legal implications – with emotional triggers to inspire people to choose to buy legal content.

ENDS

- The initial NOP survey was carried out between 17th -22nd May 2007. Based on 1993 UK adults aged 16+
- The follow-up study, which replicated the questions in order to track the campaign’s progress was carried out between 5th – 16th December 2007. Based on 1966 UK adults aged 16+

Notes to editors

For more information on the Industry Trust contact Louise Vaughan at Blue Rubicon on 0207 260 2700 or email trust@bluerubicon.com

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 22 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.

Additional Quotes

“FACT has worked closely with the Industry Trust to ensure that the public messaging combines with strong enforcement activity. The work done by the Trust and all the agencies involved in the

campaigns has shown that when the industry is united it can be highly effective.

I would also like to thank Paul Archer for all the work he has put in during his stint as acting Director General and for the positive attitude he has carried through even when the pressure was on!"

Kieron Sharp, Director-General of FACT

"While Trading Standards and other enforcement agencies are working hard to tackle those responsible for the manufacture, sale and distribution of counterfeit products we are all encouraged by the joint efforts, across so many industries, to stifle the market for illegal products through addressing the attitudes and behaviours of the buying public. Campaigns such as 'Knock off Nigel' are clear examples of industry's determination to play its part in ridding our society of this cancer"

Nigel Strick, Head of Trading Standards, Oxfordshire County Council

"Copyright is a vitally important tool to the UK economy in stimulating production, creating jobs, rewarding creativity and generating revenues for British business, whether they be cinemas, stores, on-line distribution, film or video companies or facility houses. British audiences benefit from the rich and diverse range of film, video, television content available to them so if we can create a link in the public's minds between the entertainment they love and the need to protect and reward its creators through our communications campaigns everyone will be better off. That's the mission of the Industry Trust for IP Awareness and these results indicate that we are moving in the right direction."

Lavinia Carey, Director of the Industry Trust, Director-General of the BVA and Chair of the Alliance Against IP Theft

"I congratulate 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'"

Lord Triesman, Former Minister for IP and Quality