

NEWS IN BRIEF

Annual Review

The Industry Trust for IP Awareness' Annual Review was received by members and stakeholders at the 2010 AGM.

The Review sets out the strategic thinking and aspiration around the Trust's consumer education and considers it within the wider context of the audio-visual sector's multi prong approach to tackling copyright infringement.

Please email [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk) for a digital copy.

Screening

Since migrating to Facebook, we have been delighted with the response to the pro-copyright and creativity messaging we've been spreading. We have even created a Facebook app which makes our audience the star of British film and TV. We hope that our members continue to support the Screening activity and in turn Screening can be a great platform to reach a 13 - 17 year old audience who want to engage with the film, video and TV industry.

[www.facebook.com/screening](http://www.facebook.com/screening)



You Make the Movies heads to Ireland for Spring

The recently reinvigorated Irish Industry Trust plans to launch "You Make the Movies" in cinemas across Ireland in March.

The Irish Trust, housed within Sony Pictures Ireland and whose board comprises all studios operating in Ireland, has announced plans to extend its primarily lobbying activities into consumer education and will roll out a range of Industry Trust campaigns, localised for the Irish market across 2011.

For more information please contact [Thomas\\_Byrne@spe.sony.com](mailto:Thomas_Byrne@spe.sony.com)

Parent guide

A poll by Netmums revealed that more than one in three mums are unsure how to tell whether entertainment sites are legal or not and nearly two in three don't understand the term "file-sharing". Although 92% of mums say it's important to encourage their children to access music, film and TV responsibly online, more than one in four don't know where to direct their children to find legal entertainment on the Internet\*.

The Guide highlights the many official digital sources of entertainment content and outlines the safety and ethical implications of using unofficial file-sharing sites. It seeks to empower parents and teachers to be able to discuss responsible internet use with young people. Created in partnership with the BPI, IFPI and Childnet and building on their earlier work which had been music specific, the Guide was updated for 2011 and given a significant push with PR delivered by Kym Marsh and Childnet. The initiative has been hugely successful and reflects how important it is for the creative sectors to work together and how by doing so the message is amplified.

Kym Marsh said: "I find it incredibly hard to keep up with what my two teenagers are doing online so can definitely see the value of a new guide for muddled mums like myself who are concerned about safety issues. As an actress and former musician, I'm also keen to raise greater awareness of the many ways to get entertainment safely and legally on the internet. When young people use legitimate sites to access music or TV content, it supports the many people who work in the UK entertainment industry." Lucinda Fell, Director of Policy and

Communications at Childnet International, continued:

"We hope the guide will help parents and teachers to introduce the concept of responsible digital citizenship - the idea of behaving as safely and responsibly in cyberspace as you would offline. This is at the heart of what Childnet does. We often hear from parents that while they are concerned about downloading and streaming, they are also confused about what can and can't be done safely and legally. The new guide aims to give parents and teachers practical information to equip them in talking to children and young people about these issues."

Through our stakeholders we hope to further extend the reach of this activity and demonstrate to consumers that this guide is supported by the entertainment industry as a whole. In order to do so we would love to hear from you if you are able to link to the microsite, [www.childnet.com/downloading](http://www.childnet.com/downloading), or get involved with any of the on-going media activity please do get in touch [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk).

Key press stats	
Over 100 pieces of coverage in print, broadcast and online	
PR value of £285,000 (ROI of 9:1)	
Over 30,000,000 opportunities to see/hear	
69% of target audience (25-54) reached	
50 copies of the Guide were shipped to every secondary school across the UK and including requests, over 420,000 leaflets have been distributed	



\*All Netmums statistics cited are taken from an online Netmums survey conducted between 25th October and 3rd November 2010 among 1000 Netmums members

Moments Worth Paying For

February 18th saw the launch of the latest consumer education campaign from the film and TV industry's copyright education body, the Industry Trust.

The £5m campaign, "Moments Worth Paying For", aims to win hearts and minds on the importance of creativity and the copyright which underpins it.

The creative turns the camera on the audience and explores how film and TV moments can give consumers intense emotional payback and in turn makes those moments worth paying for.

The campaign includes digital and outdoor advertising, as well as a range of cinema trailers directed by British director, Oilly Blackburn. The cinema trailers use an innovative super slow motion camera technique to capture, in minute



detail, the range of emotional reactions; shock, laughter, tears and awe.

Each of the executions drive to [Findanyfilm.com](http://Findanyfilm.com) as the gateway to official sources of film and TV and within Findanyfilm - "Moment's Worth Paying For" has a hubsite to drive further engagement with the campaign. The audience

are encouraged to upload their own favourite moments and share within Facebook to amplify the campaign reach.

To see how your favourite moment rates visit [www.findanyfilm.com/moments](http://www.findanyfilm.com/moments) and to help us spread the message email us at [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk)

Real Deal Update

The Real Deal was established in June 2009, and facilitates a national approach to tackling the problem of fake goods on sale at UK markets.



The heart of the Real Deal initiative is a national markets charter which has been created in consultation with all the partners in the initiative including the Trading Standards Institute, Local Government Regulation, the Local Government Association, the National Association of British Marketing Authorities, the Retail Markets

Alliance, the UK Intellectual Property Office and industry groups representing trade mark and copyright owners.

The Real Deal has historically been funded by industry groups representing trade mark and copyright owners, and in addition to contributions from ACG, Industry Trust, BPI and UKIE, we are delighted to announce that this year we have received contributions from a wider range of industry contributors including: adidas, ghd, Louis Vuitton and Manchester United Football Club. This support helps to further reinforce the message of the importance of all creative industries working together.

The latest update on the Real Deal initiative is that over 115 markets have signed up to the national charter with Bradford Bazaar being the latest.

