

PRESS RELEASE

For immediate release: 12th October 2006

UK FILM INDUSTRY LAUNCHES FILM THEFT PREVENTION TOOLKIT

Film Minister Shaun Woodward today launched a major initiative in the fight against film theft at an event hosted by the Federation Against Copyright Theft ('FACT') and the Film Distributors' Association ('FDA') in London.

The initiative ('the toolkit') combines two key elements to assist those working in the theatrical and distribution sectors and is specifically aimed at protecting film prints and preventing camcording.

Over 90% of pirate DVDs and illegal downloads originate from camcording in cinemas and FACT can now evidence a number of films that have been camcordered in the UK for global distribution by organised criminal networks. With cross industry support, the ***FACT Best Practice Guide To Prevent Camcording*** has now been distributed to UK cinemas and is a training and information tool for use by all staff in how to prevent and detect possible camcording. There is also information aimed at police, informing and advising them on how to deal with a suspected camcording incident.

The ***UK Film Print and Digital Media Management Protocol*** offers a detailed set of procedures and benchmarks for the secure, efficient handling of film prints at every stage of the UK theatrical lifecycle. This document was prepared in consultation with a wide-ranging task force and is available for reference by all companies, suppliers and service providers in the industry. The document can be downloaded from <http://www.launchingfilms.com/piracy/printprotocol.html>.

Shaun Woodward said,

"Film piracy is a crime. Pure and simple. And like any other crime we all have a duty to help stamp it out. This initiative will help those who are best placed to tackle it take swift and decisive action. It is consistent with the Government's aim of helping build a film industry that is sustainable, stable and successful. That's why we've brought together government agencies, industry and enforcement in a collaborative approach, in the form of the Intellectual Property Crime Group, to share expertise to prevent and disrupt the growing threat from counterfeiting across a broad range of industries."

Brian Robertson, FACT Chairman, added, *"The clear purpose of the toolkit is to make it as hard as possible for film theft to originate from within the UK.*

If you combine our theatrical and home entertainment sectors, we constitute the world's second most valuable market for film, after the US. The retail value of these two sectors is close to £5 billion a year, and that's not taking into account the wider economic and cultural benefits directly associated with film consumption.

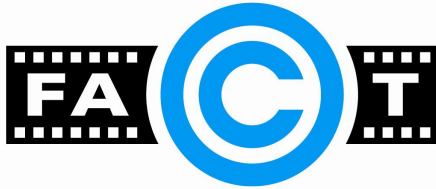
The UK's black market in film trafficking runs into many hundreds of millions of pounds a year. We have research suggesting that individual film releases lose up to £1.5 million from their cinema box-office because the titles are copied and distributed on pirate disks or via the internet."

ENDS

Photos available from FACT.

For further information:

Eddy Leviten, FACT Head of Communications +44 (0) 20 8568 6646/ +44 (0)7768 057464
eddy.leviten@fact-uk.org.uk



About FACT

The Federation Against Copyright Theft is the UK's leading trade organisation established to protect and represent the interests of the film and broadcasting industry against copyright and trademark infringements. Established in 1983, FACT works closely with statutory law enforcement agencies to combat the growth of pirate DVDs, film and other forms of broadcast material including the increasing threat from online/internet-based piracy. FACT has been accepted as a prosecution authority and engages in criminal prosecutions in its own right.

The maximum penalty for offences of film piracy is 10 years imprisonment and/or an unlimited fine. Proceeds of Crime Act legislation now also enables confiscation of assets and goods obtained through criminal activity.

www.fact-uk.org.uk

www.piracyisacrime.com

About FDA

Film Distributors' Association Ltd. (FDA) is the trade body for theatrical film distributors in the UK - the companies that release films for UK cinema audiences.

FDA represents a distribution stance in regular representations to and consultations with the UK Film Council, the government and other trade organisations in the film industry. FDA is also a passionate advocate of distributors' pivotal role in the well-being of the whole film economy.

FDA member companies' releases account for approximately 98% of UK cinema admissions.

www.launchingfilms.com