

Your quarterly eBulletin from the British Video Association

Welcome to the first e-Bulletin of the year, provided by me, Rachel Cohen, the Interim Marketing Manager at the BVA. Q1 has been a busy one for us and I hope you enjoy reading what we and our colleagues have been up to over the past three months. Please do [get in touch](#) with any of the team if you have any questions or require any more information about BVA membership. We are here to help.



Lavinia Carey
Director
General



Rachel Cohen
Interim
Marketing
Manager
(until April '10)



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Hannah Conduct
Marketing
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Stanley Pearce
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Manager



Simon Heller
Blu-ray
Partners
Campaign
Director



Emma Priestley
Interim
Membership
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Alliance Big Quiz Night

The Alliance Against IP Theft is holding its inaugural dinner and quiz night on the evening of Thursday 20th May at the impressive Emirates Stadium, home of Arsenal FC.

Funds are urgently needed to alert local authorities to the damage and harm caused by IP theft.

- High street stops are closing
- Trading standards budgets are being cut
- The Proceeds of Crime Act is not being used enough to strip criminals of their assets and raise vital funds for enforcement

Money raised at this entertaining evening will go directly into campaigns to encourage councillors and officials to prioritise trading standards' work in this area. The event will also include the annual Alliance auction.

Dinner and drinks will be provided and tickets are £570 plus vat for a team of 6 with additional team members being £95 plus vat. Reserve your team's place now by contacting Mandy Lewis on 0782 654 5767 or mandy@allianceagainstiptheft.co.uk.

BVA Yearbook 2010

The BVA Yearbook 2010, published in April, will provide readers with a detailed analysis of the retail and transactional landscape of 2009 as well as market shares, trends and insight into consumer interest. Extra features this year include a close up on Special Interest and Stand-Up Comedy and a detailed inclusion of digital analysis of video online.

Considered a fundamental guide to the audiovisual sector, you really shouldn't be without the 2010 Yearbook, especially as this year we are launching the new BVA Industry Directory as a new section at the back of the book.

These listings will provide essential contact information for the home entertainment sector including distributors, publishers, retailers, marketing, PR, creative services, industry bodies, media, research providers and more.

The Yearbook is free for members or available to purchase online, please go to [BVA online store](#).

BVA Awards 2010

The BVA Awards 2010, with headline Sponsor the Hut Group, is taking place on the 22 April at Old Billingsgate. Tickets are now sold out, but the good news is we are offering Party Only tickets at £99 + vat, so please call Emma on 020 7436 0041 to reserve.

The BVA Awards is the largest fixture in the home entertainment industry calendar and will celebrate the marketing successes and achievements of 2009 as well as the best retailers, best authored and best Blu-ray of the year as voted for by the consumer. For a list of all the award categories and sponsors please [click here](#) and for the shortlist [click here](#).

Alun Cochrane, this **year's host** has had several television appearances including Michael McIntyre's Comedy Roadshow, Eight out of Ten Cats and Mock The Week.

We look forward to seeing many of you on the night.

Alliance Update from Susie Winter

While focus has understandably been on the Digital Economy Bill, the Alliance has continued to work with the Industry Trust to promote the Real Deal markets campaign. Over 15 authorities, representing dozens of markets are now formally signed up and a successful day long seminar aimed at trading standards and market operators took place on 26th March in London, with a repeat event planned for the north of England. Further supporters and endorsers have also come on board including the Intellectual Property Office, BASCAP and Alliance members ACG, BPI, PLS and ELSPA.

The progress of the Digital Economy Bill, as regularly reported in the media, is coming to an end. With a General Election in sight, all eyes have been on ensuring the Bill got through the Commons. Last night it not only received the all important Second Reading but also whizzed through Report Stage and the Third Reading more or less in tact. Having passed through all parliamentary stages in the House of Lords, this debate in the Commons was crucial in order for the Bill to qualify for 'wash-up' – the period between the election being called and Parliament dissolved when the Party Bosses meet to decide which pieces of outstanding legislation are to be passed. We will soon have legislation in place which will go a long way in enabling all content industries to protect their works against illegal P2P file-sharing and streaming from illegal websites.

Elsewhere pressure continues to be exerted on the Ministry of Justice to ensure that, as recommended by the Gowers Report and many others, an effective and dissuasive system of damages exists for civil IP cases along with work to ensure reforms of any copyright exceptions are properly thought through with any knock-on impacts on piracy fully examined.

Looking ahead, come the next bulletin there will be a new parliament with potentially the highest ever intake of new MPs and a new Government of potentially a new political colour. Lots, therefore, to keep us busy.

Industry Trust Update from Lara Lackie

This month, the **Industry Trust for IP Awareness** launched its second wave of **You Make the Movies** cinema trailers, which thank the public for supporting the British film and TV industry through buying genuine DVDs, Blu-ray discs, legal downloads and cinema tickets. The campaign follows the success of 2009 activity where those who had seen the campaign were twice as likely to purchase legal content because it supports the industry (GfK NOP, 24% increasing to 48%).

The new campaign features four executions directed by British director **Steve Bendelack** and form part of a long-term consumer awareness campaign by the industry to show consumers the very positive impact they have on the future of film and TV when they support legal content and respect copyright – and thank all those that choose to do so.

The **You Make the Movies** trailers are one element of the film and TV industry's wider pro-copyright campaign, **Connected to Film and TV**, which aims to reconnect the public to its vital role in film and TV production hit UK cinema screens nationwide on 5th March 2010.

As part of this wider campaign, the UK film and TV industry will be launching a series of pro-copyright **outdoor advertisements**. These will feature on famous London landmarks such as Clear Channel's flagship Piccadilly Lite site as well as digital screens in shopping centres and across digital billboards in London. Further support will be provided by a digital media campaign and reinforce the message that the public "makes the movies" and drive engagement with legitimate content.

For more information on the campaign, or any of the Industry Trust's work, please contact [Lara Lackie](#).

Lobbying Update from Lavinia Carey

The BVA has not only been in constant dialogue with government in concert with our colleagues from other representative bodies about how best to reduce the impact of copyright theft through the Digital Economy Bill over the last three months. Partnerships via the Alliance (outlined above by Susie) and the **Creative Coalition Campaign**, BSAC and the UK Film Council have very much focussed on the growing problem of illegal distribution of our members' works. The Digital Economy Bill has also been used as the vehicle to up-date the classification and labelling of video works through amendments put down by the Opposition during its passage through the House of Lords.

As we work so closely with members through the Operations Committee to encourage best practice across all companies and have been reviewing this for some months in conjunction with the BBFC, the DCMS was able to reassure Peers at Report Stage of the Bill that new legislation to address concerns about under-age access to unsuitable material in exempt music or sports titles should not be rushed through. Discussions with members, the BBFC and the Video Standards Council will continue through the BVA to find the best possible solution.

The BVA will continue its dialogue with all colours of the political spectrum over the coming months to ensure our efforts protecting children from inappropriate content is fully appreciated, while we promote wider access to a diverse range of content across all platforms.

Blu-ray Partners Update from Simon Heller

The results of the Q4 2009 television advertising campaign, **What are you waiting for?** are very positive and show that the ad made a significant difference to people's perceptions and attitudes towards Blu-ray.

The TV commercial aimed at raising awareness of the benefits of the Blu-ray format in the run up to Christmas and was aired across all major television channels from November and throughout December 2009.

Kantar Worldpanel's findings show that over 9 million consumers recalled the advert, and that it increased awareness and understanding of the three key messages: superior sound, greatly improved picture quality and interactive benefits.

Nearly two thirds of consumers felt that Blu-ray picture quality was better than DVD and just under half felt that the sound quality was better. In addition, Blu-ray hardware ownership has increased, rising more amongst those consumers who recalled seeing the television advertising **Encouraged by these results**, the Blu-ray Partners continue to plan for 2010 with further cross industry marketing campaigns in the pipeline.

Research Day 2010

The **2010 Research Day**, held courtesy of Walt Disney Studios in Hammersmith in March provided interesting and comprehensive findings presented by Kantar Worldpanel (formerly TNS,) OCC and GfK .

The day included presentations on:
Economy and Retail
Pricing
Special Interest to include a special on Stand up Comedy
3D
Blu-ray
Digital
TV

The afternoon session included a focussed debate on digital and the future of home video, chaired by Andy Kerr, Editor of What Hi-Fi? Sound and Vision Ultimate Guides. The panellists included Steve Purdam of We7, Jason Binks of ITV Studios, Simon Calver of LOVEFiLM, Michael Comish of Blinkbox and Tobias Philipps of Technicolor Digital Content Delivery.

The Research Day is only open to BVA members but non members can purchase our BVA Yearbook 2010 which includes much of the day's data and analysis as well as further commentary, features and this year with the added industry directory. Click here for [more information](#).

So I bid my fond farewells to you all and hand back to Hannah for Q2. In the meantime should you have any questions or need any help then please email us at general@bva.org.uk and don't forget to check the website for updates and more news at www.bva.org.uk

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