



E-Bulletin from the British Video Association

Q3 2008



The BVA is the founding member of the Alliance Against IP Theft, a cross industry lobbying group campaigning for improved enforcement against copyright and trade mark theft and legislative reform to ensure British creativity and innovation is properly protected and rewarded.

The 12th annual Alliance Against IP Theft golf day is taking place on Thursday 17th July 2008 at the luxurious Foxhills in Surrey.

ERA are the reigning champions and teams from across the industry are all signed up ready to swing their clubs to challenge them to the title!

There are only a few places still available so if you are interested in booking please contact Mandy Lewis at golf@allianceagainstiptheft.co.uk or telephone 01754 611161 or 0787 2998984.

The cost for an individual golfer is £350 whilst the cost for a Leisure Day ticket is £160 for one or £300 for two.

Marketing



Welcome to the fourth of the BVA's Quarterly E-Bulletins from me, Hannah Conduct - Marketing Manager of the BVA. The aim is to keep you all up to date with what the BVA is doing on behalf of its Members and the home entertainment industry as a whole. Please do contact us if you have comments or need information.

Research



Our Research Consultant Angela Hayes has been busy producing the half year results. The First Look has already been published for BVA Members and we will be issuing our annual half year press release imminently. Keep an eye in the trade press and at www.bva.org.uk for the latest news and data.

2008 is showing promise already this year with volume figures up on the same period in 2007 and up on a 52 week rolling basis at 3.3% and 5.4% respectively. Total video sales are already up to 112 million units. Hi-def is picking up now with Blu-ray titles approaching the 1 million mark in 2008 alone and Hi-def as a format surpassing 1.3 million units in 2008.

Walt Disney's *Ratatouille* has proven to be the most successful title of the year to date with over 1.2 million copies sold alone whilst Paramount's *Stardust* is about to surpass the 1 million mark.

20th Century Fox reaps the title of most successful BVA member of the year so far followed in second and third places by Warner Home Video and Universal. National Treasure 2 - Book of Secrets by Walt Disney was the best seller for June accounting for 2% of the total market.

BVA Government and Industry Liaison

The BVA has had an extremely busy few weeks representing rights owners and working with other industry bodies on a number of pressing issues. Copyright theft remains the priority for the entire audiovisual sector and a number of very constructive meetings have been held recently with the Films Minister, Margaret Hodge at the DCMS, with the IP Minister, Baroness Morgan and the UKIPO. The UK has become the primary source of camcorder movies within Europe since the start of the year as unlike other some other countries, we have not made this a criminal offence. Despite initiatives undertaken within the cinema sector with FACT, the urgency with which this problem needs to be resolved has created an impetus in government to resolve the issue. Constructive negotiations are continuing. A great deal of work continues to be done behind the scenes to address the vexed matter of file-sharing and the role ISPs can play to reduce the number of users who are breaking the law. Unsuitable content has also been on the agenda for many months and the BVA has worked with its members and the BBFC to support the launch of the BBFC on-line classification service, while the Culture Select Committee continues its own enquiry into the links between pornography, child abuse and piracy.

Membership



Rachel, our Membership Liaison Officer has now been with us for 6 months! You may be hearing from her imminently if you are not a member of the BVA yet as she is on a mission to recruit YOU!

BVA Yearbook 2008 Almost out of stock!



The BVA Yearbook 2008 was published at the end of April. Hits on the website have been impressive and there are now only a few hard copies left available to buy. Visit www.bva.org.uk to order a copy and take advantage of building a back catalogue of yearbooks going back 14 years.

Members received their complimentary copies as soon as the ink was dry but for those who have not yet got a copy, it is an essential purchase for anyone interested in the history or the future development of the home entertainment sector.

As well as including detailed statistics on the UK home entertainment market for both retail and rental sectors, the BVA Yearbook 2008 also looks at the US, Irish and European markets. In addition, it contains insights into consumers' interest in downloading and catch-up TV, stand alone hardware data and high definition research.

The BVA Yearbook 2008 details the results of our annual tracking study using the TNS Entertainment Panel into consumers' understanding and interest in Hi-Def. It reveals that 8 million people think they have access to Hi-Def pictures on their HD TVs although only around 2.5 million currently do. The good news is that 16% of respondents indicated that they would buy into Hi-Def in the next 12 months – equivalent to about 7.9 million people.

BVA 28th AGM

The 28th BVA AGM is set to take place on 4th November 2008 and we are delighted that the Rt Hon Andy Burnham MP, Secretary of State at the Department for Culture Media and Sport has agreed to be our keynote speaker. All BVA members will be invited to attend, plus many industry colleagues, and we will be confirming the venue soon.

Technology



The guest speaker at the BVA Technology meeting in May was Martin Percy a noted director of interactive movies - video with interactivity IN the video. Have a look at <http://www.stagework.org/mckellen/index.htm> as an example. Martin believes that everything he does online can be done on hi-def disc. For example, it would be fairly simple to create interactive conversations with the stars as "Blu-ray extras" which could be far more engaging than DVD extras due to increase capacity of the discs. The meeting also discussed the opportunities of 'Digital Copy' and the latest software and hardware sales performance figures for Blu-ray.

Industry Trust for IP Awareness



This week the Industry Trust launched the second phase of its Knock-off Nigel advertising campaign, which shifts its anti-copyright theft message from physical copies to illegal downloading. The location of this year's TV advert has moved from the previous pub environment to an office setting to extend its relevance to new audiences and maintain broad appeal – and continues to use humour to engage the public in this serious industry issue.

Launched in July 2007, the Knock-off Nigel campaign has already had an impact on consumers' attitudes:

- 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 copyright theft as "cheapskate" or "downmarket" has more than doubled since the launch of the campaign, from 22% to 57%
- Those who think that copyright theft is "embarrassing" has risen from 22% to 39%
- The campaign has already made some headway on attitudes to downloading: Those that think unofficial downloads and file-sharing are "wrong" has risen from one in three (34%) to over half (56%).

The Knock-off Nigel advertising campaign forms part of a three-pronged media strategy addressing copyright theft by the audiovisual industry, which deploys different sets of messages to reach the widest possible audience. The social stigma element is supported by positive PR to reinforce the purpose and value of copyright in protecting creativity in the UK, as well as an enforcement strand which educates the public about legal alternatives and reminds them of the penalties for copyright infringement.

There is plenty more that the BVA is currently working on and we will bring you more news in our next quarterly update!

In the meantime should you have any questions or need any help with getting access to all the information on our website, then please email us at general@bva.org.uk.