



## the facts

# LOVEMOVIES.IE

The Industry Trust for Intellectual Property Awareness is the film, TV and video industry's consumer education body, promoting the value of copyright and creativity.

Lovemovies.ie the face and voice of the Industry Trust for IP Awareness in Ireland and a place for audiences to learn more about the impact of making good choices when it comes to their viewing content.

Facts & Stats (Source – Illicit Trade Report 2013, Grant Thornton):

- 35% of consumers knowingly participated in illegal downloading of digital content
- Films make up 70% of digital pirated materials
- Cost and Convenience are the most common reasons given for illegal viewings
- Estimated cost of digital piracy to the Irish Economy 2013
  - 900 jobs approx lost
  - €57 million to the Exchequer in VAT receipts

Although various steps are being made toward new consequences for IP abuse, enforcement measures are proving a challenge. In order to protect digital content and IP rights the legislative framework needs to be strengthened and brought in line with EU directives.

**The task in Ireland for Lovemovies.ie is to drive behavioural change to achieve the following outcomes:**

- Reduce impact of copyright infringement
- Drive positive value perceptions
- Increase interaction and use of legal service providers

### Target Audiences for Lovemovies.ie

Youths (6 – 12)/Teens (13-19)/Parents (Bill Payers)

### Lovemovies.ie Approach

- Schools & Colleges Education Strategy (Supporters include by Irish Film Institute, Cinemagic, National Media College, Motion Picture Licensing Corporation) and
- Public Awareness Campaigns most notably Moments Worth Paying For, special trailers created with studios that remind people of the value placed on the purchase of their cinema ticket and the number of jobs and people involved in making and getting a film on screen.

