



**7am, Tuesday 6<sup>th</sup> November 2012**  
**NEW PORTAL LAUNCHED TO HELP CONSUMERS NAVIGATE**  
**LEGAL ONLINE MARKETPLACE**

**The Content Map**, a comprehensive portal for British digital content services, was unveiled today, encouraging UK online consumers to explore more than 150 authorised websites and platforms offering films, TV programmes, music, video games, e-books and sports broadcasts.

Produced by the UK's creative industries, [www.thecontentmap.com](http://www.thecontentmap.com) shows the burgeoning wealth of legal content available online and helps people access it with ease and confidence.

The Content Map provides valuable information and assistance to parents, teachers and people who may not already be frequent users of online services, and acts as a guide on where and how to access online content safely and legally. It also demonstrates the breath of choice that exists in the digital market, highlighting innovative services that offer a wide variety of content in addition to those targeted at more specialist audiences.

With these services already accessible through computers and tablets, internet connected TVs, mobile phones, games consoles and other internet-enabled devices, The Content Map provides the public with a simple route to all authorised digital creative content. In most instances, clicking on a website's icon will link the user directly to the site or service.

**Ed Vaizey MP, Minister for the Creative Industries**, endorsed The Content Map. *"This is an excellent initiative and one which will be very useful to guardians and gatekeepers, educators and the general public. I am delighted that UK businesses and creative industries are helping to signpost innovative services that allow consumers to access content legally."*

**Susie Winter, Director General of the Alliance for Intellectual Property** which coordinated the project, commented: *"We realise that it can sometimes be difficult for people to differentiate legal sites from illegal sites. That is why the creative industries have come together to launch a central online hub where consumers can be secure in the knowledge that they and their children can identify official services. The Content Map also provides 'jargon busters' and FAQs which clarify the sometimes technical terminology that is used online."*

**Kim Bayley, Director General of the Entertainment Retailers Association**, which represents over 30 digital services operating in the UK said, *"The Content Map provides a valuable overview of the huge investment made by retailers in providing British consumers with an incredible range of innovative, safe and secure digital services. As a definitive list of those sites operating legally, we hope it will help consumers avoid the pirates and cowboys who sadly proliferate on the internet."*

**Dr Jo Twist, Chief Executive of UKIE**, said: *“The UK games industry has a long history of creating truly innovative digital content and making it available to consumers through a range of market places, business models and pricing models. We welcome The Content Map for showing just some of the many ways that people can access games and interactive entertainment content online under the UK’s existing intellectual property framework.”*

**Lavinia Carey, Director General of the British Video Association**, said: *“Innovation in video entertainment platforms is being driven by the same impetus that has propelled the rate of change across all creative industries – digital technology and improving broadband speed and reach. The Content Map will be a valuable tool to guide users to video services that most suit their needs and life-styles.”*

**Richard Mollet, Chief Executive of the Publishers Association**, said: *“This site aims to guide consumers to sites where they can find legal digital content from all of the UK’s major creative sectors. Supporting legal services in this way is a vital tool in combating online copyright infringement and in dispelling the myth that infringement is the result of unavailability.”*

**Geoff Taylor, Chief Executive of the BPI**, said: *“With millions of tracks available legally, there’s never been a better time to explore the choice, convenience and value offered by the UK’s enormous range of online music services. It’s easy to rediscover old favourites, sample the latest releases or putting together playlists for family and friends. The Content Map puts all the services at your fingertips, acting as a trusted guide to help you find legal content online.”*

**Richard Scudamore, Chief Executive of the Premier League**, said: *“The UK’s creative economy is one of our country’s great strengths. We are leaders in film, music, games, publishing, TV production and sports rights with British popular culture and sport viewed as among the best in the world.*

*We welcome the introduction of the Content Map as it will highlight to viewers and fans the many ways in which they can access sport, music and film content through the rapidly growing number of legitimate online services.”*

**ENDS**

#### **Notes to Editors**

The Content Map has been developed by members of the Alliance for Intellectual Property based on the British Video Association’s video landscape concept map.

It is funded by the BPI (The Recorded Music Industry), Industry Trust for IP Awareness, Premier League, Publishers Association and UK Interactive Entertainment.