

## **BFI APPOINTS EDWARD HUMPHREY AS NEW DIRECTOR OF DIGITAL**

**London, Monday 7 January 2013:** The BFI has appointed a new Director of Digital, Edward Humphrey, to drive and implement the BFI's creative digital strategy, one of the key priorities of the BFI's five year plan for *Film Forever*. With a wealth of national and international experience across digital, broadcast TV and publishing, Edward has worked for organisations including ITV, Virgin Media, Zodiak Media and Disney. Starting his new role on January 14<sup>th</sup> 2013, Edward joins the BFI's Executive senior team and reports directly into BFI CEO Amanda Nevill.

Edward will lead and deliver the BFI's platform strategy to maximise and increase the reach and value of the BFI's cultural content. With a new partnership with Samsung for a Smart TV app already successfully launched at this year's BFI London Film Festival - one of the first of a series of initiatives towards a new BFIPlayer, Edward will drive further commercial partnerships and a BFI VOD platform. Edward will also lead the next phase of the BFI's own website, increasing traffic and establishing it as the number one online resource for British filmmakers and film audiences. Edward will also work closely with teams across the BFI to deliver its ambitious plans to digitise 10,000 films – the BFI 10K - over the next five years, a strategic priority in *Film Forever* that will bring film heritage to new audiences.

Amanda Nevill BFI CEO said *'I am very excited to welcome Edward to the BFI. He has outstanding international experience and he is very motivated to move our digital strategy forward at speed. We have big digital ambitions and working with the committed and talented BFI digital team Edward will be instrumental in rolling out our Film Forever plans next year.'*

Edward Humphrey said ‘*Digital and social media have fundamentally shifted the way audiences discover, watch and talk about film, and I’m very excited to lead the BFI’s response to this challenge. By using these new platforms, we have a unique opportunity to unlock the magic of the UK’s cinematic history and help shape its future.*’

– Ends –

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**NOTES TO EDITORS**

**Edward Humphrey**

Before his role at Telescope Inc., Edward was Senior Vice President at Zodiak Active for two years from June 2010 until March 2012 where he planned and developed the *Being Human* social game and led on a range of multi-platform commissions including BBC’s *Driving Academy* and Sky 1’s *Gadget Geeks*. Prior to that Edward was Director, Digital Media Distribution at Disney for over three years where he defined the company’s approach to ad-funded VOD business in Europe & Canada. As Head of Digital for Virgin Media TV for over four years, Edward drove the channel’s digital strategy implementing new video-centric content, including online original programming, transactional video-on-demand services and UK’s first multi-platform UGC programming strand as well as launching casino, poker and bingo via TV and online, generating \$1m revenue in year one.

**About the BFI**

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world

- Growing the next generation of film makers and audiences

The BFI is now a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Greg Dyke.

