

**BFI PIONEERS UNIQUE PARTNERSHIP WITH IQIYI,  
CHINA'S LEADING VOD SERVICE**

**The BFI is making a hand-picked selection of outstanding British independent and world cinema titles available to audiences across China exclusively through a partnership with China's largest VoD platform, iQIYI.**

**Through this unique approach, the BFI is using its brand to help build audiences for British independent and specialised film in the world's most rapidly expanding film economy.**

**LONDON – Thursday 24 March, 2016:** The BFI has programmed and delivered a unique collection of films for China's largest VoD platform, iQIYI, which has over 10 million paid subscribers across China – iQIYI is the BFI's exclusive VOD partner in China for this BFI London Film Festival collection. At launch, the BFI Collection for iQIYI includes 20 feature titles, a mixture of stand-out British independents and world cinema, which have all premiered at the BFI London Film Festival (LFF). More titles are being added as the collection continues to develop, and the BFI is now looking to forge further such partnerships around the world.

**Edward Humphrey, Digital Director at the BFI said:** "We're thrilled to bring such a powerful selection of great cinema to Chinese audiences through this fantastic partnership with iQIYI, whose reach across China is extraordinary and offers dynamic opportunities to help us build audiences for British film. This is just the beginning for us – the BFI is uniquely placed to deliver such collections and we're looking forward to working with more partners in more territories to bring outstanding British cinema to audiences around the world."

**Yang Xianghua, Senior Vice-President of iQIYI said:** "Online movie streaming transcends time and space to allow more Chinese movie fans to watch world-class films in real time. iQIYI is committed to providing the best streaming service for our users. BFI London Film Festival has a huge selection of

movies with great variety, including full-length features, short features and documentaries. We are looking forward to further enhancing our cooperation with BFI in the future.”

Taking a bespoke approach to the collection, and using expertise from across the organisation, BFI programmers – led by BFI LFF Director, Clare Stewart and Deputy Director, Tricia Tuttle – have hand-picked a collection that showcases to Chinese audiences a diverse range of films from the UK and around the world with bold and inventive storytelling at their heart. The films have been curated into four categories: Growing Pains, Foreign Adventures, Family Anecdotes and Social Perspectives.

It is the hand-picked, bespoke and creatively-driven approach to programming and delivering the collection which is so unique. Every title included has been individually selected by BFI programmers in the belief it is a must-see for iQIYI audiences, who viewed more than 39.2 billion hours of TV shows and movies last year on the service.

The partnership with iQIYI is the latest development in the BFI’s work in China. As the UK’s lead organisation for film, the BFI has identified China as a key international territory due to the rapid growth of its film industry, and works extensively with counterparts and colleagues across China to foster cultural and industrial exchange between the British and Chinese film industries.

The BFI has led a number of film industry trade delegations to China, bringing together leaders from across the Chinese and British film sectors to foster creative collaboration and partnership. At the 2015 GREAT Festival of Creativity in Shanghai the BFI presented one of the earliest films of China to survive anywhere in the world from the BFI National Archive, *Nankin Road, Shanghai* (1901). The BFI presented a year-long programme of activity with China: *Electric Shadows* in the UK in 2014, including a series of rare early films entitled ‘Shanghai on Film: 1900-1946’ exploring life and landscape in Shanghai during the first half of the 20<sup>th</sup> century. The BFI has, in partnership with the British Council, screened hugely successful presentations of the BFI’s restorations of Alfred Hitchcock’s early silent films across China in 2013.

**Films currently available through the BFI Collection for iQIYI:**

**Growing pains**

*The Arbor*

*Lore*

*Bright Star*

*White Bird in a Blizzard*

*Hello, Carter*

*We are the Best! \**

*Ilo Ilo \**

*Submarine \**

**Foreign adventures**

*Nowhere Boy*

*Phoenix*

*Son of a Gun*

*Captain Phillips\**

*Up in the Air \**

*12 Years a Slave\**

**Family anecdotes**

*Las acacias*

*Philomena*

*Wadjda*

*Trishna*

*Millions*

*The Falling*

*Amour*

*We Need to Talk About Kevin \**

*The Selfish Giant\**

*Another Year\**

**Social perspectives**

*David Hockney*

*The Possibilities are Endless*

*'71*

*Of Time and the City*

*Touching the Void*

*Artist \**

*Everyday\**

*\*the films are iQIYI's own collection and are all titles which were shown in the BFI London Film Festival*

*ENDS*

**For BFI enquiries please contact**

Emma Hewitt, Deputy Head of Press & PR | BFI

[Emma.Hewitt@bfi.org.uk](mailto:Emma.Hewitt@bfi.org.uk)

+44 (0)20 7173 3256 / 07584 264 618

Tina McFarling, Media Advisor, Corporate, Partnerships & Industry

[Tina.McFarling@bfi.org.uk](mailto:Tina.McFarling@bfi.org.uk)

+44 (0)20 7957 4797 / +44 (0)7879 421 578

**For iQIYI enquiries please contact**

iQIYI

Celine Sun

[celinesun@qiwi.com](mailto:celinesun@qiwi.com)

Footnote Group

Yajun Zhang

+86 (10) 8429-9544

[yajun@thefootgroup.com](mailto:yajun@thefootgroup.com)

**About the BFI**

The BFI is the lead organisation 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 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 Josh Berger.

**About iQIYI**

Founded in April 2010, iQIYI is one of the largest Internet and mobile video service providers in China. An independently operated subsidiary of Baidu, the world's largest Chinese search engine, iQIYI is focused on providing Chinese users with the best possible online video experience, and has become an industry leader in developing innovative products and technologies.