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**SAMSUNG PARTNERS WITH BFI TO REVEAL NEVER BEFORE SEEN FILM FOOTAGE ON
SMART TV**

***New Samsung Smart TV BFI App launches with films, interviews, documentaries, the BFI London
Film Festival and rare content unseen for over a century***

London, UK, 15th August 2013 – Working in partnership with the BFI (British Film Institute), Samsung is bringing exciting and exclusive BFI film content into UK homes for the very first time with the launch of its latest Smart TV App. Featuring footage from the BFI's vast collection of archived content, the collaboration provides viewers with access to great British film in an easily accessible format including rare Edwardian films unseen for over a century.

The new Smart TV App includes seven channels and showcases content from film features and shorts, interviews, documentaries and the BFI London Film Festival. Archive footage and rare films are also on the new app, including films from the Mitchell and Kenyon collection. These extraordinary films give viewers a snapshot of British Edwardian life from holiday makers strolling along Blackpool's Victoria Pier (1904) to a Punch and Judy show in Halifax (1901) providing Samsung Smart TV viewers with a truly unique and inspiring film experience.

The BFI Smart TV App's seven channels are:

- **Highlights** – From Yoko Ono, John Travolta and Ridley Scott through to Joss Whedon in conversation these are just some of the gems to get you started on the BFI App
- **Films of the week** – featuring Peter Greenaway's, *A Zed and Two Noughts* and Martin Scorsese's episode of *Century of Cinema* for August, followed in September by Terence Davies' *Trilogy*
- **Treasures from the Archive** – the UK's National Collection on film curated by the experts at the BFI National Archive and including quirky content like an early Audrey Hepburn screen test, an

extraordinary acrobatic juggling fly from 1911 and the Mitchell and Kenyon playlist, exclusively curated for Samsung

- **Beginnings** – early short films by now-famous filmmakers including Ridley Scott, Shane Meadows, Derek Jarman and Ken Russell and featuring early performances from actors including Daniel Craig, Samantha Morton and Sean Bean
- **BFI London Film Festival** – returns in October for 12 days of amazing films, film talent, red carpets and glittering parties, the app will have the inside footage straight to your living room. Tom Hanks will be on the red carpet for opening and closing nights this year for both Captain Phillips and Saving Mr Banks respectively
- **In Conversation** – interviews and on stage events from our year round programme including Danny Boyle, Michael Caine, Julie Walters, Bernardo Bertolucci, Marion Cotillard, Steve McQueen and many, many more
- **Insights** – compelling documentaries from the BFI with extraordinary access to legendary film icons like Tippi Hedren, Bruce Dern, Eva Marie Saint and Kim Novak

Guy Kinnell, Head of TV and AV, Samsung Electronics UK & Ireland said: *“Guy Kinnell, Head of TV and AV, Samsung Electronics UK & Ireland said: “Our partnership with the BFI is testament to our commitment to make great film and content even more accessible to the British public. With the largest Smart TV install base in the country coupled with award winning picture quality¹ and industry-leading design, the launch of the BFI App onto Samsung Smart TV brings this celebrated archived film content to life.”*

BFI’s Digital Director Edward Humphrey welcomed the Samsung development: *“It’s thrilling to take the riches of film culture and especially British film into so many homes with Samsung. This new app gets Samsung’s customers closer to the BFI’s rich and varied world of film. It’s a key step in realising the BFI’s ambitions for a wider suite of on-demand services, connecting audiences with our amazing content, no matter where they live in the UK which will continue to be brought to life in the coming months.”*

The BFI Smart TV App will join an ever-growing collection of services available on Samsung Smart TVs such as, Full Catch TV (ITV Player, BBC iPlayer, 4oD and Demand 5), Rightmove, Spotify, YouTube, Facebook and Twitter. ‘Samsung Apps’ is the first and biggest App store available for TVs, with over 20 million Apps already downloaded worldwide, proof that consumers are rapidly embracing the Smart TV format.

-ENDS-

Notes to Editors:

¹ Most awarded TV branded in 2013

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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 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.

About Mitchell and Kenyon:

The Mitchell & Kenyon collection, preserved in, and restored by, the BFI National Archive is one of the best loved and most important of its kind, however, to date many of the films in the collection have not been seen by the public in other than extract form. With 28 hours and over 800 films in the collection, film-makers Sagar Mitchell and James Kenyon are responsible for an extraordinary and historic range of films recording a vanished Britain in the early years of the twentieth century. These pioneering showmen took their cameras around northern England, to Scotland, Wales, Ireland and southern towns and cities at a time when the cinema was in its infancy. The films selected for the BFI App feature a wealth of fascinating detail: eccentric fairground rides - Greens Racing Bantams at Preston Whit Fair (1906); an elegantly clad crowd of holiday makers on Blackpool Victoria Pier in their Sunday best finery (1904); a Punch & Judy Show in Halifax – Bailey's Royal Buxton Punch & Judy Show (1901); crowds enjoying an early theme park in Trip to Sunny Vale Gardens at Hipperholme (1901) and an array of delightful processions, parades and carnivals featuring floats, marching



bands and beauty queens including Leeds' Armley & Wortley Carnival (1904) or Hunslet Carnival and Gala (1904). The films have a refreshing directness and a clarity of image that belies their origins more than a century ago.

