

## **BFI PLAYER NOW AVAILABLE THROUGH APPLE TV CHANNELS ON THE APPLE TV APP IN THE UK**

4 October 2019, London. The BFI, the UK's lead organisation for film, announced today that its BFI Player subscription service is now available to UK customers through Apple TV channels on the Apple TV app across iPhone, iPad, Apple TV and select Samsung smart TVs. Customers can subscribe directly to the service on the Apple TV app for £4.99 per month.

Subscribers to BFI Player through Apple TV channels can watch online or enjoy offline downloads of an exciting range of landmark classic and cult films curated by the expert team at the BFI from across the decades. Through Family Sharing, up to six family members can share subscriptions to Apple TV channels using just their Apple ID and password.

Among the latest BFI Player additions available to Apple customers are Federico Fellini's acknowledged masterpiece *8½*; *Paris, Texas*, a moving tale of loss and redemption starring Harry Dean Stanton and Nastassja Kinski; the erotic 80s classic, *Betty Blue*; the Korean thriller *The Housemaid* and Thomas Vinterberg's electrifying drama *The Hunt*. The launch coincides with the 63<sup>rd</sup> BFI London Film Festival (2-13 October) so there will also be easy access to a selection of past LFF hit films on the platform, including *Dogtooth* (Yorgos Lanthimos), *Arcadia* (Paul Wright), *Goldstone* (Ivan Sen), *The Arbor* (Clio Barnard) and *Evolution* (Lucile Hadzihalilovic).

New customers to BFI Player through Apple TV channels are offered a 7-day free trial to familiarise themselves with the service, after which it will automatically turn into a paid subscription unless cancelled before the trial ends.

Edward Humphrey, Director of Digital at the BFI, said: "BFI Player is already the best place to discover critically-acclaimed films from across the decades. We're delighted to offer BFI Player through Apple TV channels on the Apple TV app and make it even easier to watch our iconic catalogue of films on-demand."

The Apple TV app brings together all the ways to watch shows and films into one app and is available on iPhone, iPad, Apple TV and select Samsung smart TVs, and will come

to Mac this autumn. The Apple TV app also features Apple TV channels such as BFI Player, personalised and curated recommendations, and iTunes films and TV shows to buy or rent.

BFI Player first launched in October 2013 as part of the BFI's remit to support the UK film industry and grow audiences for independent and specialised film. BFI Player has become a go-to destination to access a wide range of films that many people may be unable to see at their local cinema.

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**About the BFI**

The BFI is the UK's lead organisation for film, television and the moving image. It is a cultural charity that:

- Curates and presents the greatest international public programme of World Cinema for audiences; in cinemas, at festivals and online
- Cares for the BFI National Archive – the most significant film and television archive in the world
- Actively seeks out and supports the next generation of filmmakers
- Works with Government and industry to make the UK the most creatively exciting and prosperous place to make film internationally

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.