

## **BFI APPOINTED EXCLUSIVE SALES AGENT FOR THE ASSOCIATED REDIFFUSION TELEVISION CATALOGUE**



*This Week, Associated Rediffusion / © Archbuild*

**Press release: 7 March 2022, LONDON,**

The **BFI** has closed an agreement with **Archbuild Entertainment Limited**, for the BFI to be the exclusive worldwide sales agent to represent the historic and extensive **Associated Rediffusion Television catalogue** rights held by Archbuild.

A significant name in early British television history, Associated-Rediffusion was the first Commercial Broadcaster in the UK serving the London area weekdays from September 22nd 1955 until 1968. Known for their groundbreaking shows such as flagship current affairs series *This Week*, Associated Rediffusion's cutting-edge programming provided a contemporary snapshot of the period, exploring the hot topics of the day including racism, homosexuality, industrial unrest, the Profumo Affair, Cold War tension, Vietnam and more.

The Associated Rediffusion catalogue is an invaluable record of the early days of commercial television, holding material of enormous historic and contemporary interest to documentary makers, academics, archive TV enthusiasts and audiences alike. It includes surviving editions of the two precious pre-Python sketch shows *Do Not Adjust Your Set* and *At Last the 1948 Show* (both released on BFI DVD), scores of single plays including material written by Harold Pinter and Joe Orton, examples of experimental drama series *Half Hour Story* featuring the talents of writer Fay Weldon and director Alan Clark, as well as fascinating interviews with leading public figures such as Orson Welles, Robert Kennedy, Henry Fonda, Oswald Mosely and Ted Heath.

Following the demise of the company in 1968 most of the surviving programmes from Associated Rediffusion's catalogue were lodged with the BFI's National Archive, where the film materials have been held and preserved ever since. One of the most important television collections in the BFI National Archive this exciting new deal between Archbuild and the BFI allows for investment into the collection to open up access to Associated Rediffusion's catalogue. As well as highlights from the franchise being available through the BFI, further work will take place to enable wider research and rediscoveries from this historically significant collection to be foregrounded.

**Archbuild Owner Paul Levinson and Company Executive David Osterley said,** *"We are extremely pleased to have entered into this agreement with the BFI, who are industry leaders in the fields of materials preservation and catalogue sales, to make the most of the legacy of this extraordinary and valuable catalogue."*

**BFI Head of Rights & Contracts J. Alan Davis, who secured and negotiated the deal for the BFI, said,** *"The BFI is delighted that we will now be able to make this remarkable catalogue culturally and commercially available, having aligned the materials from Associated Rediffusion that we have been preserving in the BFI National Archive, with the underlying copyrights, held by*

*Archbuild. There is some work to be done in fully evaluating the catalogue and digitising materials and we have a truly amazing team at the BFI National Archive who will handle it with diligence and aplomb.”*

-Ends-

#### **PRESS CONTACTS**

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#### **NOTES TO EDITORS**

##### **About the BFI**

We are a cultural charity, a National Lottery distributor, and the UK's lead organisation for film and the moving image.

Our mission is:

- To support creativity and actively seek out the next generation of UK storytellers
- To grow and care for the BFI National Archive, the world's largest film and television archive
- To offer the widest range of UK and international moving image culture through our programmes and festivals - delivered online and in venue
- To use our knowledge to educate and deepen public appreciation and understanding
- To work with Government and industry to ensure the continued growth of the UK's screen industries

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

The BFI Board of Governors is chaired by Tim Richards.