

# Economic and regulatory challenges of the European audiovisual sector

Rome conference, 23 October 2014



Society of Audiovisual Authors

# The Society of Audiovisual Authors

- 25 CMOs in 18 countries managing rights for 120,000 screenwriters and directors
- Provide information on how the AV sector works & on AV authors' needs
- Promote the economic and moral rights of AV authors & secure fair remuneration for every use of their works
- Develop & facilitate the management of rights by member societies
- Contribute to discussions on AV policy and copyright issues

# Production & exploitation value chain

- AV authors at the heart and initiative of creation
- Production companies rely on public support, co-production, pre-sales (TVs & distributors) & private investors
- High segmentation of exploitation (distributors, TVs, sales agents) for multiple exploitation channels (cinemas, TVs, video, online), thus complex contractual chain
- Coexistence of cottage industry and industrial operators
- High uncertainty of success: no recipe for a good film or programme!

# Economic challenges

- Reduction of traditional sources of financing: TVs, public support
- Increased demand for AV works but lower prices
- New resources: some SVOD operators invest in production
- Resistance of online operators to consider themselves as partners of the value chain: they do not contribute financially to the sector

# Regulatory challenges

- European Commission pressure for a single market questions the traditional territorial exploitation and the current sources of financing
- Non-European operators try to escape the regulatory framework of the countries in which they operate
- Weakness of the AVMS Directive on the promotion of European works
- Safe-harbour for hosting providers in the e-Commerce Directive no longer caters for today's online operators

# Specific challenge for audiovisual authors

Ensure remuneration for the use of their works

- Complexity and long contractual chain prevent their remuneration flowing back to them
- Need to develop new mechanisms to allow AV authors to be rewarded for the success of their works
- Collect the remuneration for the use of their works at the final distributor level to lighten the burden on producers

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