

A VISION FOR THE EUROPEAN MANDATE 2024-29

Who we are

The members of the Brussels-based **International Video Federation** (IVF) are individual companies and associations representing companies, active in the production and distribution of films and audiovisual content, with a particular focus on publishing such content via all forms of legal online distribution channels (transactional models for permanent or time-limited access (TVOD), subscription (SVOD), advertisement-funded (AVOD and FAST)) as well as on physical carriers such as DVD and Blu-ray.

The video publishing sector is characterized by technological and commercial innovation, deploying modern, flexible business models across all screens and digital physical carriers, while responding to ever-changing consumer demand.

The IVF's key objective is the pursuit of the optimal legislative, policy and commercial environment, promoting the video publishing sector's interests as a multi-platform video content proposition for audiences across Europe and as a key revenue stream for the film and audiovisual sector and related industries.

Our role in the overall film and audiovisual sector

The film and audiovisual sector plays a key role in the economy and employment across Europe. [Research](#) by EY, co-sponsored by the IVF, confirms that the sector is at the heart of innovation, digitization, cultural diversity, and entrepreneurship in Europe with a EUR 49.6 billion contribution to the European economy and counting some 2 million direct and indirect jobs.

The European video publishing sector generated EUR 26.4 billion in total consumer spending on online distribution models and physical carriers in 2023. This is a growing business, currently experiencing double-digit annual growth in terms of consumer spending, with new online distribution models and physical formats constantly under development. A healthy video market online and offline continues to play an indispensable role both in offering multiple and diverse access and price options to audiences, but also by ensuring a fundamental contribution to the overall economy and sustainability of the film and audiovisual sector.

Our EU Priorities 2024-29

We call on EU and national decision-makers to:

- **Ensure strong copyright legislation at EU and national level.** This is essential for a thriving film and audiovisual sector in Europe. Copyright is our currency: it incentivizes and protects creative and financial investments in the production, distribution and publishing of films and audiovisual content across all distribution channels/on all screens. **Robust enforcement and coordinated efforts to combat piracy** both at EU and national level are essential to ensure a film and audiovisual sector in Europe capable of maintaining its important contribution to European and national economies and employment.
- **Preserve the film and audiovisual sector's commercial freedom to design individual business models** for the production and distribution of each individual film and/or audiovisual work as a function of that particular title's specific needs. This includes the **freedom to agree territorial exclusivity, supported by using geo-blocking technology**, as well as other forms of exclusivity related to time delays (windows) and distribution channels.
- **Ensure regulatory approaches to technological innovation, which enable the film and audiovisual sector to master the deployment of new technologies, including AI, as tools to enhance creativity, production and distribution activities.** The overarching policy objective should be to incentivize the creation and production of compelling content, secure new and skilled jobs, expand the talent pool and upskill existing contributors, whether in creative, technical or business functions. We insist on the need for a human-centric approach to AI and for transparency around the use of copyright content in the context of AI.
- **Acknowledge and promote cultural and linguistic diversity**, thus ensuring the film and audiovisual sector in Europe – and the films and audiovisual content we produce and disseminate - reflects European as well as national societies, communities, and citizens.
- **Incentivize and accompany** the film and audiovisual sector's commitments towards **environmentally sustainable** production and distribution activities.
- **Partner with the film and audiovisual sector in promoting equality, diversity and inclusion.**

We share a profound passion for creativity, innovation and outstanding storytelling with our audiences. Developing, producing and disseminating films and audiovisual content requires commitment, entrepreneurship and passion, and the resulting content only meets audiences – across all screens and distribution channels - after a complex and risky creative, financial and legal process. To be successful and achieve both creative and business ambitions, our membership must operate in a regulatory, business and legal environment which guarantees diversity in all its forms, including as regards production models, the type of content produced, languages and cultures reflected, distribution channels and paths to meet our audiences, whether online or offline.

Select IVF co-funded market research

- The IVF's flagship research initiative is the annual [IVF Video Yearbook](#) (European aggregated and national-level statistics) offering the only industry-confirmed market data on the video publishing sector, used as a reference by the EU institutions and providing indispensable year-on-year comparable data of the physical and online video market in Europe over the past 20 years.
- The importance of territorial exclusivity to financing and distributing films and audiovisual content: [The impact of cross-border access to audiovisual content on EU consumers](#), Oxera and O&O, May 2016, and [The impact of including AV in the EU Geo-blocking Regulation: evidence from industry](#), Oxera, November 2020.
- [Key data on the economic and employment contribution of the film and audiovisual sector in Europe](#), EY 2020.
- [Key data on the economic impact of the COVID-19 pandemic on Europe's cultural and creative industries, including the film and audiovisual sector](#), EY 2021.

Our advocacy network activities

The IVF is a fully accredited NGO at [WIPO](#), the World Intellectual Property Organisation, with extensive experience in representing film and audiovisual sector interests in international norm-setting on copyright and enforcement matters.

The IVF is a private-sector stakeholder representative for the film and audiovisual sector in the [European Observatory on Infringement of IPRs](#).

The IVF also represents its membership's interests as a member of the Advisory Committee of the [European Audiovisual Observatory](#).

The IVF is a founding member of the Brussels-based advocacy coalitions [Creative Media & Business Alliance](#) and [Creativity Works!](#). The IVF is also a long-standing member of the [European Internet Forum](#) and co-sponsors the activities of [Netopia.eu](#)

INTERNATIONAL VIDEO FEDERATION

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