

APA
ASOCIACE PRODUČENTŮ
V AUDIOVIZI

cepi.tv

Federation
screenwriters
EUROPE

FERA

FIAD
INTERNATIONAL FEDERATION OF
FILM DISTRIBUTORS' ASSOCIATIONS

FIAPF

FPN Filmproducenten
Nederland

Independent ■
Film & Television
■ ■ ■ **Alliance**®

IVF
INTERNATIONAL VIDEO FEDERATION
Publishers of Audiovisual Content
on Digital Media and Online



UN media,
entertainment & arts
global
union

UNIC
Union Internationale des Cinémas
International Union of Cinemas

Mr. Andrej PLENKOVIC

Prime minister
Government of the Republic of Croatia
Trg svetog Marka 2
10000 ZAGREB
CROATIA

Brussels, 9th March 2017

Mister Prime minister,

The European and international organisations signing the present letter represent film and TV directors, screenwriters and other creators, producers, distributors and publishers of film and TV content and cinema operators. We are writing to express our support for the Croatian film industry's concerns as a result of the recent developments involving the Croatian Audiovisual Centre, its operations as well as the beneficiaries of its funding schemes. We are of the view that the recent developments risk jeopardizing the efforts already achieved by the Croatian public authorities through the Croatian Audiovisual Centre in developing and pursuing a successful strategy for the Croatian film and TV sector.

In less than a decade, Croatia has become one of the most dynamic film and TV production countries in the European Union. This success results in no small measure from the elaboration and implementation of a consistent development strategy combining public support for scriptwriting,

project development, co-productions, promotion and the digitisation of cinemas. Like many other European countries, Croatia made the choice to guarantee the independence of its cinematographic and television sector and hence the stories that will reach audiences, by delegating the relevant funding decisions to the industry, creators and talents – the film and television professionals themselves.

At the same time your country also successfully set up a cash rebate programme attracting high-level international productions efficiently promoting Croatian creativity and technical skills as well as your country's branding image around the globe in addition to raising direct and indirect tax revenues for the Croatian state budget.

The combination of these decisions has provided Croatia with the ability to incentivize and sustain local film and television production, ensure the circulation of its films and television content in Europe and further abroad while gaining worldwide attention as an attractive film and television player, thus creating both economic growth for Croatia and jobs for Croatian citizens.

We wish to express our recognition of the pivotal role played by the Croatian Audiovisual Center in this achievement.

The way its operations have been carried out so far – i.e. by securing the independence of its decisions – are implementing the principles of freedom of creation and of expression as stipulated in the Council of Europe's European Convention on Cinematographic Co-Production which was signed, ratified and implemented by Croatia in 2004.

We respectfully urge you to support and secure continued strength and sustainability in the development of the Croatian film and TV sector as well as to promote the principles of freedom of creation and freedom of expression by preserving a clear and distinct independence in the Croatian Audiovisual Centre's funding decisions.

While remaining fully available for any further information which you may require, we rely on the expertise and commitment of the trade organisations representing the Croatian film and TV sector to continue the discussions with you on the modalities that will meet the above goals.

Respectfully yours,

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Director* - weissova@asociaceproducentu.cz

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CEPI - European Coordination of Independent
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FIAD - International Federation of Film
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FSE - Federation of Screenwriters in Europe,
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FPN - Film Producers Netherlands, *Marjan van der Haar, Managing Director* - marjan@filmproducenten.nl

IFTA - Independent Film & Television Alliance, *Jean Prewitt, President & CEO* - jprewitt@ifta-online.org

IVF - International Video Federation - Publishers of Audiovisual Content on Digital Media and Online, *Charlotte Lund Thomsen, Legal Counsel* - clthomsen@ivf-video.org

UNIC - International Federation of Cinemas, *Jan Runge, Chief Executive* - jrunge@unic-cinemas.org

UNI-MEI – Uni Global Union Media Entertainment and Arts, *Johannes Studinger, Head of UNI-MEI* - Johannes.Studinger@uniglobalunion.org

SE-YAP – Film Producers’ Association of Turkey, *Zeynep Ozbatur Atakan, Chair* - seyap@seyap.org.tr

Audiovisual Producers' Association (APA) associates producers and production companies both in the sphere of the Czech film, film service and promotion. The main activity of the Association is the protection and promotion of producers' interests, dealing with professional associations, with protective authors' organisations and with bodies of the state administration.

The European Coordination of Independent Producers (CEPI) organises and represents the interests of independent cinema and television producers in Europe. Today the Coordination represents approximately 8000 independent production companies in Europe. CEPI's members create a wide range of diverse film and television content, from standalone documentaries and special event programming to game shows, animation, light entertainment and high-cost drama series. They provide some of the most creative, innovative, popular and challenging film and television content in Europe today. Together, CEPI's members supply over 16000 hours of new programming each year to broadcasters in Europe.

The Federation of European Film Directors (FERA) is the only organisation representing film directors at the European level. With 36 directors associations as members from 29 countries, FERA speak for more than 20,000 European screen directors, representing their cultural, creative and economic interests at the national and European level. FERA works to promote policies that maximize the creative, social and commercial potential of the audiovisual industry.

The International Federation of Film Distributors' Associations (FIAD) gathers national organisations of film distribution companies. Distributors are the lynchpin of the film value chain, helping to connect filmmakers with finance and finished films with wide-ranging audiences. Effective distribution is vital to Europe's diverse film culture and film industry in a digital era of abundant media supply. FIAD's members operate in 14 countries where they cover 90 to 100 percent of the theatrical market.

The International Federation of Film Producers Associations (FIAPF) is a trade organization dedicated to the defense and promotion of the legal, economic and creative interests of film producers throughout the world. FIAPF's members are 36 national producers' organizations from 29 countries across the globe from Europe, Africa, Asia-Pacific, North and Latin America.

The **Federation of Screen Writers in Europe (FSE)** is a network of national and regional associations, guilds and unions of writers for the screen in Europe. In 2013, it comprised 25 [members](#) from 20 countries, representing more than 6,000 writers in Europe. The FSE is monitoring European debates and legislative issues. The FSE launches campaigns in favour of screenwriters' rights, collaborates with other creators' groups on joint campaigns and seeks constructive dialogue with the other creative forces of the audiovisual sector.

Film Producers Netherlands (FPN) is the association of film producers in the Netherlands. Its aim is to stimulate and support a dynamic and creative film industry. FPN represent the majority of Dutch film producers, promoting their common interests by lobbying in government and the film industry on their behalf at the national and international level.

The **Independent Film & Television Alliance (IFTA)** is the non-profit trade association for the independent motion picture and television industry worldwide that is dedicated to protecting and strengthening its members' ability to finance, produce, market and distribute independent films and television programs in an ever-changing and challenging global marketplace. IFTA's Membership includes over 125 companies from 23 countries worldwide and consists of independent producers and distributors, sales agents, television companies, and institutions engaged in production finance.

The members of the **International Video Federation (IVF)** are local associations representing companies active in all segments of the film and audiovisual content sector in Europe. Their activities include production of films and audiovisual content as well as publication thereof on digital media such as DVD/Blu-ray and in online channels.

The **International Federation of Cinemas (UNIC)** speaks on behalf of the majority of cinema operators in Europe and represents more than 33,000 screens and over one billion admissions per year. UNIC's members include national exhibitors' associations and cinema operators, representing cinema sites of all sizes and locations.

UNI Global Union (UNI-MEI) - media, entertainment & arts, UNI MEI represents 170 national unions & guilds affiliating more than 400 000 creators, technicians and other workers in the media, entertainment and arts world-wide.

The **Film Producers' Association of Turkey (SE-YAP)** undertakes activities enabling professional growth and public recognition of film producers in Turkey. Se-Yap aims at effective managing, following up, protecting the rights of our members, enabling the collection of fees and indemnities stemming from the use of their products, undertaking legal actions against copyright infringements, establishing professional relations with public bodies and institutions to create recognition of the Turkish cinema industry and producers and organising panel discussions, workshops and industrial events.