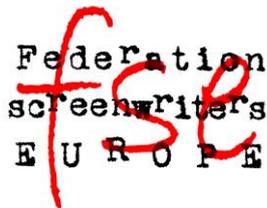


The logo for cepi.tv, featuring the text 'cepi.tv' in a blue, lowercase, sans-serif font with a horizontal line underneath.The logo for ART CINEMA CICA E, featuring the text 'ART CINEMA' in a bold, black, sans-serif font with 'CICA E' below it, and a stylized red and black fan-like graphic to the right.The logo for The European Producers Club (EPC), featuring the text 'The European Producers Club (EPC)' in a black, sans-serif font, with a stylized graphic of a hand holding a film strip to the right.The logo for EBU, featuring the text 'EBU' in a bold, blue, sans-serif font.

OPERATING EUROVISION AND EURORADIO

The logo for EURO CINEMA, featuring the text 'EURO CINEMA' in a bold, black, sans-serif font.

Association de producteurs
de cinéma et de télévision

The logo for EUROPA CINEMAS, featuring a blue star above the text 'EUROPA CINEMAS' in a blue, sans-serif font.The logo for EUROPA DISTRIBUTION, featuring the text 'EUROPA DISTRIBUTION' in a purple, sans-serif font, with a horizontal line and arrows passing through the 'O's.The logo for FERA, featuring a large, blue, stylized letter 'F' above the text 'FERA' in a blue, sans-serif font.The logo for Federation screenwriters EUROPE, featuring the text 'Federation screenwriters EUROPE' in a black, typewriter-style font, with a large, red, stylized 'f' and 'e' overlaid.The logo for FIAD, featuring the text 'FIAD' in a large, blue, serif font, with 'International Federation of Film Distributors' Associations' in a smaller font below it.The logo for Society of Audiovisual Authors, featuring the text 'Society of Audiovisual Authors' and 'Société des Auteurs Audiovisuels' in a black, sans-serif font, with a stylized 'SAA' logo to the left.The logo for UNIC, featuring the text 'UNIC' in a large, blue, sans-serif font, with 'Union Internationale des Cinémas' and 'International Union of Cinemas' in a smaller font below it.

PRESS RELEASE

EUROPEAN COMMISSION CROSSES RED LINES: EUROPEAN AUDIOVISUAL INDUSTRY STRONGLY REJECTS THE DE FACTO INCLUSION OF AUDIOVISUAL SERVICES IN THE TTIP

The undersigned organisations express their deep concern and dismay at recent proposals made by EU Trade Commissioner De Gucht on the subject of audiovisual services and the negotiation mandate for the Transatlantic Trade and Investment Partnership with the US (TTIP).

In a purely tactical move the European Commission has recently proposed the introduction of so called "red lines" into the negotiating mandate laying down certain parameters allegedly safeguarding Europe's audiovisual sector. However, with this proposal, European audiovisual policy would clearly be included in the 'negotiation mass'. This 'exclusion through inclusion' approach would greatly put at risk autonomous regulation in Europe.

What is really at stake is Europe's capacity to handle the transition to the digital economy and an online market place which today is completely dominated by American giants such as Amazon, Apple iTunes, Google or Netflix. This encompasses a wide range of policy fields.

With the inclusion of audiovisual services in the negotiation, the European Commission is clearly expressing its intention to make commitments for online audiovisual services in the TTIP. On 23 May 2013, Trade Commissioner De Gucht stated to the European Parliament: "No one will touch the

existing quotas or the necessary policy space to adjust our policy in view of the technological change; but, on the other hand, we do not believe there could be a serious argument in favour of increasing such space, for example by reserving the right to forbid foreign movies and TV programmes, for example, on video-on-demand services."

The very inclusion of "new" audiovisual services by the Commission in its draft mandate as well as the latest statements by Commissioner De Gucht are jeopardizing Europe's freedom to deploy both existing and future measures that may be needed in order to create a level playing field between offline and online services – on both sides of the Atlantic – at a time of major change for the audiovisual sector. By doing so, the Commission disregards 20 years of consistent policy making aimed at defending a certain approach to media regulation, culminating in the success of the UNESCO Convention for Cultural Diversity. It is also at odds with the position of the European Parliament and a significant number of Ministers for Culture.

The signatories of this press release are proud to operate in a European market open for competition. They are not asking for protectionist policies. They are asking for the liberty to regulate, where necessary, for a free, open and transparent market, putting the public good, cultural diversity and corporate interests into perspective. This is Europe's real offensive interest.

List of signatories:

CEPI - European Coordination of Independent TV Producers
Elena Lai, Secretary General - cepi@europe-analytica.com

CICAE - Confédération Internationale des Cinémas d'Art et d'Essai
Dr. Detlef Rossmann, President - rossmann@cicae.org

EBU - European Broadcasting Union
Nicola Frank, Head of European Affairs – frank@ebu.ch

EPC – European Producers Club
Alexandra Lebret, Managing Director – alexandra@europeanproducersclub.org

EUROCINEMA – Association of films and television producers
Yvon Thiec, General Delegate – yvon.Thiec@eurocinema.eu

EUROPA CINEMAS - International Network of cinemas for the circulation of European films
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EUROPA DISTRIBUTION - European Network of Independent Film Distributors
Adeline Monzier – General delegate – adeline.monzier@europa-distribution.org

FERA - Federation of European Film Directors
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FSE – Federation of Screenwriters in Europe
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FIAD - International Federation of Film Distributors Associations
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