

IVF STATEMENT AT WIPO ASSEMBLIES

23 September 2014

Thank you, Madam President, I am delivering this statement on behalf of the International Video Federation representing companies and individuals involved in all areas of the film and audiovisual sectors - development, production, distribution, and publishing of film and audiovisual content. Some of IVF's members are entities dedicated to, and specialized in, publishing audiovisual content on digital media and/or over digital networks, including the Internet.

Making audiovisual works requires talent, commitment, and substantial financial investments. WIPO's international copyright framework is the bedrock to secure creators' rights are protected and investments in development, production and distribution are possible. That is true for works made in the United States, in Europe, but also in

Latin America, Asia, Africa and all over the world. Ask your local film makers and producers. Public funding, tax incentives or advertisement alone cannot sustain the emergence and successful development of a thriving audiovisual sector. Copyright is the indispensable leg.

The international copyright framework the promotion of which WIPO is responsible for is neither broken, nor unbalanced. Overall, it has delivered unprecedented cultural creation, production and distribution and increasingly broad and global access. But its implementation raises many challenges, all over the world, including in many developing countries seeking to adapt to fast penetrating digital technologies.

We regret to observe the SCCR's deadlock based on a lack of sufficient common ground on items currently on its agenda. Whilst we agree that limitations and exceptions are important and part of the WIPO copyright treaty framework, we continue to believe that more results and benefits can be yielded from sharing experiences on

implementing the existing normative framework and through technical assistance and capacity building.

Let us conclude with endorsing a development oriented agenda for WIPO consistent with its mandate. WIPO can play a critical role in assisting its Member States updating their domestic copyright frameworks, including to strengthen their cultural sectors and make sure copyright (protection) exceptions function when they should. Such work requires a Member State-driven, technical, ground-based and balanced approach, and for Member States to retain existing flexibilities to implement treaties in accordance with their local realities and interests.

Thank you, Madam President.