

PRESS RELEASE

German producers alliance strengthens presence at EU level with Brussels office

Berlin/Brussels, 12. November 2019 - The German producers alliance "Produzentenallianz" aims to strengthen its presence at the European level by having its own office in Brussels. In doing so, the Produzentenallianz is taking account of the increasing importance of the EU's political decisions for the German film production industry. The most recent regulations within the framework of the Digital Single Market (DSM) as set out in the directives adopted on copyright, AVMS and Satellite and Cable or budgetary issues such as Creative Europe MEDIA's budget show how important it has become to have strong representation of the legitimate interests of producers at a European level. The Produzentenallianz has set up an office in Brussels' European Quarter in order to also be close at hand to engage more intensively with the MEPs, members of the Commission and expert groups.

"Apart from the ongoing implementation of the DSM directives into national legislation with due regard to the film industry's existential concerns, the Produzentenallianz is now focusing on such key regulatory issues as the review of the geo-blocking regulation planned from spring 2020 or questions about the specific features of the EU innovation framework programme Horizon Europe which for the first time is to include a funding cluster for the creative industries. Moreover, the designated Commission President, Dr. Ursula von der Leyen, has established the regulation of the digital world as one of the core topics for her term of office. Apart from the taxation of technology groups, she has also announced stricter regulations for digital services. Being able to represent the interests of German producers in close coordination with international and other national producer associations based in Brussels in respect of these various developments is an important step in our association's activities as the initiatives affecting our industry which are originating from Brussels are growing in significance," says **Prof. Dr. Mathias Schwarz** with respect to the new legislative period. The new Commission is now expected to take office at the beginning of 2020.

The German producers alliance's long-standing Legal Counsel, **Prof. Dr. Mathias Schwarz**, is in charge of European Affairs. In addition, **Boris Frank**, Advisor for European Affairs of the Produzentenallianz, has been entrusted since the beginning of this year with establishing the Brussels office and forging closer links with other partners.

The office of the Produzentenallianz is located in the building of the international association representing producers, FIAPF, in the European Quarter and therefore in close proximity to the European institutions. Having an office in Brussels will also intensify the cooperation with FIAPF and other European producer associations.

About Produzentenallianz (German: Allianz Deutscher Produzenten – Film und Fernsehen)

The Produzentenallianz is the independent representation of the interests of producers of film, television and other audiovisual works in Germany. With around 270 members, it represents the most important production companies and is thus the leading producer association in Germany. On a national and international level, the Produzentenallianz stands up for the interests of producers

vis-à-vis politicians, distributors, collective bargaining partners and all bodies in the media and cultural industries.

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