



International Video Federation



Brussels/Madrid, March 10, 2010: The International Video Federation and its Spanish member association, UVE, express serious concern about possible future Catalan dubbing/subtitling obligations on video product.

Film production and distribution in Spain more than ever needs a buoyant video market in order to defend itself against rampant piracy and to sustain the local film production and distribution sectors, safeguarding jobs and the internationally recognized talent pool in Spain.

In the low margin business of video publishing with high consumer price sensitivity, additional dubbing/subtitling costs would lead to reduced net revenues returned to the film community to reinvest in new films. In addition, for many smaller niche titles such as direct-to-video films, TV series and documentaries, additional dubbing costs would make it economically impossible to release these titles in Catalonia, thus reducing cultural diversity rather than promoting it. In addition, as the industry and consumers gradually migrate to online distribution services, such new services should not be hampered by prohibitive costs which would effectively render them economically unviable. It is doubtful whether dubbing/subtitling obligations could even be successfully enforced in an online environment.

Video is the most diverse medium for the dissemination of film culture, be it on physical carriers or online, and over the years, video has fostered a new cine-literate generation as well as nurtured many new audiovisual creators. The video sector fosters cultural diversity by providing the widest possible range of entertainment, cultural and educational programmes that are both easily accessible and affordable for consumers.

The world-wide film producers' community as members of the International Federation of Film Producers Associations (FIAPF) share the concerns of IVF and UVE.

We urge the Catalan Government to work with the industries concerned to promote cultural and linguistic diversity while preserving the fragile economic fabric and sustainability of the Spanish film production and distribution community.

**About the IVF:** The members of the International Video Federation comprise companies, which are involved in all areas of the film industry (development, production, distribution, etc.) as well as entities dedicated to, and specialized in, distribution of audiovisual content on physical carriers and/or over digital networks, including the Internet. [www.ivf-video.org](http://www.ivf-video.org)

**About UVE:** Union Videografica Española (Spanish Video Association) is a professional association which works to promote the video market in Spain. Its members are: Aurum Producciones S.A.; Paramount Spain S.L.; Sony Pictures Home Entertainment y Cia, S.R.C.; Twentieth Century Fox Home Entertainment España, S.A.; Universal Pictures Iberia, S.L.; Walt Disney Studios Home Entertainment, S.L. and Warner Bros Entertainment España . [www.uve.es](http://www.uve.es)

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