



INTERNATIONAL VIDEO FEDERATION

Publishers of Audiovisual Content
on Digital Media and Online

IVF Elects New President

Brussels, July 5, 2011: The International Video Federation (IVF) announces the election of Johan Schlüter, founder and representative of the Danish Video Association (DVA), as the new President of the IVF.

The IVF held its 2011 Annual General Meeting on July 1, 2011 in Copenhagen, Denmark. At this occasion, the members elected Johan Schlüter, DVA, as its new President, taking over from Paul Solleveld, NVPI – representing the Dutch entertainment industry.

The International Video Federation provides national video associations with international representation of their members' interests as companies involved in all areas of the audiovisual industry as well as entities dedicated to, and specialized in, the publication of audiovisual content on digital media and online. The IVF's primary focus is on European issues relevant to a 9.5 Billion EURO business that provides many jobs in all European countries.

The IVF represents video associations in the following countries: Belgium, Denmark, Finland, France, Germany, Hungary, Italy, The Netherlands, Norway, Spain, Sweden, Switzerland, the United Kingdom and the United States of America.

Johan Schlüter has a lifetime's experience in the Danish and international entertainment industries, in particular in the film and home entertainment sectors. At his election, Johan Schlüter said: "I thank the members of the IVF for their confidence, and I hope to contribute to keeping publishers of audiovisual content both on digital media and online on the political map. Reflecting the truly modern nature and economic value of our industry, we will strive to maintain and expand the IVF's role as the driving force in the development of cross-industry alliances and positions on key issues of relevance also to the wider film industry, thus preserving our reputation as one of the most visible and efficient advocates of film right holders vis-à-vis European and international decision-makers. I thank Paul Solleveld for his skilful leadership of and personal commitment to the IVF."

Paul Solleveld was previously elected for 4 consecutive mandates as President of the IVF from 2007-2011. Paul Solleveld declared: “My time as President of the IVF has permitted me to participate in the profound, fast and often complex changes in the film industry, and this with an international perspective. The election of the new President, Johan Schlüter, whose great competencies and talent I know and appreciate, will only further enhance the organization’s future work on behalf of the industry.”

The IVF’s Director General, **Charlotte Lund Thomsen**, welcomed the election of Johan Schlüter as the new President of IVF: “We look forward to pursuing the opportunities of the digital technologies for our industry in cooperation with Johan Schlüter. Video, whether on digital media or online, is an incredible driving force and the magic of the creative works we publish continue to delight audiences and enable our industry to maintain its important contribution to our economy, our culture and our daily lives.” On behalf of the IVF members, she thanked Paul Solleveld profoundly for the zeal with which he helped pursue the interests of the home entertainment industry’s interest.

Contact:

International Video Federation

Tel: +32 2 503 40 63

Email: info@ivf-video.org

www.ivf-video.org