



PRESS RELEASE

International Video Federation celebrates its 20th anniversary

Rome, 18th June 2008: Today, the International Video Federation (IVF) celebrates its 20th anniversary with a special gathering in Rome where the challenges and opportunities of the video industry will be discussed in depth. According to Paul Solleveld, President of the IVF, it is exactly that future that is the leitmotiv for the IVF: “The video industry is on a continuous odyssey to ensure that consumers throughout Europe have the opportunity to enjoy the widest possible range of creative content and media services.”

The IVF was set up in 1988 to be the international advocate of the interests of its national video associations and their members. During the lifetime of the IVF, the video industry has seized on new challenges, reinventing itself over its 20 years of existence starting with the video cassette, followed by the DVD and most recently with the introduction of High Definition DVD formats, and of new online distribution methods.

Commenting on the future challenges, President Paul Solleveld said:

“Public policy should encourage innovation and new business development while ensuring choice for European consumers and promoting cultural diversity. While rich and diverse creative content contributes much to society and to the quality of life of European citizens, it is also a business and the livelihood of European creators, producers and distributors. The video industry plays a vital role in ensuring that creators, producers and distributors can make their works widely available to consumers and be justly compensated and receive a return on their investment. We also ensure that consumers throughout Europe have the opportunity to enjoy a wide range of creative content and media services on a number of different distribution platforms and formats.

Protection of and respect for intellectual property rights is key to the future growth of the European video industry, both off-line and online. Hence the priority of the IVF is the pursuit of content protection and enforcement at EU level and in the individual Member States.”

IVF Director General Charlotte Lund Thomsen said:

“European consumers enjoy the DVD formats, and they are also taking up the new services and devices which enable them to access and enjoy content in new ways. We must continuously strive to meet our audience’s expectations with regard to quality of sound, image, choice and ease of use. We believe that our audience will continue to enjoy films and other content on physical media, and we expect this business to remain solid in the years to come. We also believe that spending on digital distribution will grow, but at this stage online delivery of content is a nascent business.

The video industry's incredible driving force and the magic of the creative works we distribute continue to delight audiences and enable our industry to maintain its important contribution to our economy, our culture and our daily lives – also in the new online environment.”

About the IVF

The members of the IVF comprise companies, which are involved in all areas of the audiovisual industry (development, production, distribution, etc.) as well as entities dedicated to, and specialized in, distribution of audiovisual content on physical carriers (DVD) and/or over digital networks, including the Internet.

The IVF's primary focus is on European regulatory, commercial and legal issues relevant to a EUR 11.5 billion business in 2007¹, of which consumer spending on High Definition formats represented EUR 67 million. The video industry provides many jobs in all European countries. Video is an integral component of and has contributed in many ways to the vitality of Europe's audiovisual industry.

For more information, you are welcome to contact Wouter Rutten, manager of communications, at +31 6 225 25 207 or visit www.ivf-video.org.

¹ IVF/Screen Digest.