

## List of the industry organizations

### Ukraine

#### **1. *Independent Association of Broadcasters***

The organization aims to protect and satisfy the legal, creative, national, cultural, social, economic and other interests of its members. The key activities of the association:

- development of Ukrainian television, broadcasting and informational infrastructure;
- dealing and assisting with broadcasters' problems;
- assisting in creation of the legal base in the field of television and broadcasting;
- provision of legal protection for local media preventing illegal intervention of foreign mass media.

[www.nam.org.ua](http://www.nam.org.ua)

#### **2. *Center of Media Initiatives***

Center of Media Initiatives was founded 6 years ago by the group of experienced journalists. The center intends to promote new ideas and projects in the area of mass media, which couldn't be realized within the framework of governmental mass media.

Projects:

- An International Kyiv TV and Radio Fair – the key Ukrainian forum for the electronic mass media;
- The Ukrainian Television and Radio Directory – the first specialized edition with the most complete information about Ukrainian electronic mass media;
- representation of the German Wave in Ukraine which allows free reception of TV and radio product by local, mainly regional TV and radio companies.

[www.cmi.kiev.ua](http://www.cmi.kiev.ua)

#### **3. *Association of Ukrainian TV Networks***

The union of Ukrainian cable operators. The main purpose of the association is to resolve problem issues of the cable operators' business, legal and informational maintenance of their activities.

[www.uts.dn.ua](http://www.uts.dn.ua)

#### **4. *Non-Commercial TV Product Fund***

An unprecedented Ukrainian project "Cinema fund of broadcasting company": "Golden collection of Ukrainian cinema"; "Golden collection of the Soviet cinema" (films of other republics of ex USSR) encourages broadcasters to form their own cinema archives consisting of public domain films and to popularize native cinema heritage. Every broadcasting company within the framework of this project can purchase master copies of public domain films and broadcast them on their channels.

[www.trk-mag.kiev.ua](http://www.trk-mag.kiev.ua)

## **5. *Internews Ukraine***

Internews Ukraine is an international public organization that supports the development of media companies of Ukraine. The mission of the organization is to establish European values in Ukraine through strengthening of successful Media.

[www.internews.ua](http://www.internews.ua)

## **6. *Cable Television Union of Ukraine***

Cable Television Union of Ukraine is a professional union of cable operators, broadcasters, producers and associations. The Union was founded in 1998 by nine leading operators of cable television of Ukraine and now includes more than 60 operators. With 24 leading cable operators of Ukraine, the Board of directors is the supervising body of the Union.

[www.uctv.kiev.ua](http://www.uctv.kiev.ua)

## **7. *Ukrainian Media Union***

Realization of non-commercial projects with the purpose of assistance in development of Ukrainian media market.

[www.mediareform.com.ua](http://www.mediareform.com.ua)

## **8. *Industrial Television Committee***

The Association of Industrial Television Committee, founded in August 2002, is a professional association aiming at:

- organization of the balanced system of sociological measuring of TV viewership of Ukraine and
- assisting in development of the television market in Ukraine and self-regulation of the industry.

The Industrial television committee includes such channels: Studio 1+1, Inter, M1, TET, STB, ICTV, New channel, TRK Ukraine.

[www.itk.org.ua](http://www.itk.org.ua)

## **9. *Association of Producers of Ukraine***

The Association of Producers of Ukraine has more than 50 members among which are Ukrainian active film producers (i.e. the absolute majority). The circle of goals and purposes of the organization is extremely wide, starting with "the world-wide popularization of Ukrainian cinema" up to "coordination of the industry subjects' issues with the viewers' interests". The Association considers the following points to be its main mission:

- economic (dealing with investors), legal (questions concerning copyright, development and lobbying of legislative initiatives) and technical maintenance of cinema production (in particular, creation of an information base of the cinema equipment owners);
- a professional trainings for production industry;
- cooperation with TV channels and distributors;
- assistance to Ukrainian films in participation in the international film festivals;

- creation and conducting of an information base of cinema projects where Ukrainian cinema producers can participate as co-producers.

## ***10. Ukrainian Advertising Coalition***

The Ukrainian Advertising Coalition is a public organization consisting of representatives of advertising and marketing agencies, the mass media and the advertisers themselves.

The principle priority of the Coalition is to support the right of every legally manufactured and sold product or service to be freely promoted and advertised. Every consumer has the right to all possible information about a product or service before making his or her purchasing decision. Any restrictions must be applied equally and fairly and not applied in a discriminatory manner.

The mission of the Coalition is to create and maintain and secure guarantees for a free and fair advertising environment within Ukraine. To secure recognition for the advertising business as the primary source of the essential consumer information that creates powerful market competition which in turn leads to healthy economic growth. And that the Coalition, composed of professionals from all areas of marketing and advertising, is the most competent organisation to pursue these aims and to exercise self control and policing and adjudication of advertising content.

<http://adcoalition.org.ua>

## ***11. Ukrainian Agency of Copyright and Related Rights***

Ukrainian Agency of Copyright and Related Rights is a state enterprise created on the order of Ministry of Education and Sciences of Ukraine dated from 07.06. 2000 N 177 on the basis of State Copyright Agency of Ukraine and it is its legal successor, established on the basis of state property and belongs to the sphere of management by the Ministry of Education and Sciences of Ukraine and being in submission to the State Department of Intellectual Property. The Agency is established with the aim of collective administration of economic rights of subjects of Copyright and/or subjects of related, especially of such categories of economic rights as use the objects of Copyright and (or) related rights by means of: public performance, including radio and TV; reproduction of works in the form of mechanical, magnetic or another way of recording; reproducing; industrial replication of artistic works; reproducing of audiovisual works and sound recordings for private use etc., promotion to the mentioned above subjects in transferring their rights for the use of science, literary and artistic works on the individual basis, etc. The tasks of the Agency:

- maintenance within the territory of Ukraine and outside of collective administration of economic rights, delegated to the Agency by the Ukrainian and foreign subjects of Copyright and (or) Related Rights in accordance with the national legislation in force and international agreements in the sphere of Copyright and Related Rights;
- participation in working out proposals on improvement of the Ukrainian legislation in the sphere of copyright and related rights;
- participation in state registration of authors' rights on the works of science, literature and arts, and registration of contracts which connected with author's rights on the works;
- participation in training and improving the qualification level of experts on copyright and related rights;
- foreign economic activity and international co-operation in the sphere of Copyright and Related Rights.

[www.uacrr.kiev.ua](http://www.uacrr.kiev.ua)

### **12. National Television and Radio Broadcasting Council of Ukraine**

The National Television and Radio Broadcasting Council of Ukraine is a constitutional, permanent regulatory authority for control of the implementation of the legislation of Ukraine in the field of TV and Radio broadcasting.

[www.nrada.gov.ua/cgi-bin/go](http://www.nrada.gov.ua/cgi-bin/go)

### **13. State Department of Communication and Information**

State Department of Communication and Information is a governmental body subordinate to the Ministry of Transportation and Communication. Main objectives of the State Department of Communication and Information are:

- participation in the state policy implementation in the areas of telecommunication, information, and utilization of radio frequency resources in Ukraine, provision of postal services;
- carrying out public administration in the spheres of telecommunication, information, utilization of radio frequency resources in Ukraine, and provision of postal services;
- creation of proper conditions for integration of telecommunication, information, radio frequency resources utilization and postal services into European and Global information sphere.

[www.stc.gov.ua/ukrainian](http://www.stc.gov.ua/ukrainian)

### **14. State Committee for TV and Radio Broadcasting**

The Department of TV and Radio Broadcasting is a functional structural part of the State Committee of TV and Radio Broadcasting. The key issues of the department:

- activity regulation of the subordinated TV and radio organizations, assistance in development of the state TV and radio broadcasting, distribution of the official information on the major social and political processes in the state; distribution of programs for the maximum satisfaction of national, mental, cultural, educational, professional and other needs of Ukrainian citizens,
- activity coordination of the state mass communication media, namely, the National Television Broadcaster of Ukraine, the National Radio Company of Ukraine, the State Radio Company “Krym”, Kyiv and Sevastopol regional state television and radio companies regional television radio companies, concerning efficient and reliable spreading of information within the country and abroad;
- working out and realization of measures aimed at support and protection of the interests of the state information producers and mass media in the local and foreign markets.

<http://comin.kmu.gov.ua>

### **15. State Department of Intellectual Property**

The Department was established according to the Decree of the Cabinet of Ministers of Ukraine “On Establishment of the State Department of Intellectual Property” No 601 of April 4, 2000 as

state-run governmental body within the Ministry of Education and Science of Ukraine. The major tasks of the Department are:

- to ensure, within its competence, realization of the state policy in the field of intellectual property;
- to forecast, to evaluate prospects and to outline priority directions of development in the field of intellectual property;
- to make organizational efforts on supporting the protection of rights to intellectual property objects.

The Department is realizing, within its authorities, the uniform policy on economical, financial, scientific and technical as well as investment issues and elaborating proposals on its improvement based upon the results of analyzing the national intellectual property protection system's activities. The basic functions of the Chairman of the Department are:

- to carry out management of the Department activities, to bear responsibility to the Cabinet of Ministers of Ukraine and the Minister of Education and Science for performance of tasks imposed thereon;
- to assign or to fire unit managers and other officers of the Department except Deputies Chairman;
- to establish the extent of responsibility for Deputies Chairman and managers of units within the Department structure;
- to take disciplinary actions against unit managers and other officers of the Department except Deputies Chairman;
- to sign administrative-organizational orders issued within the Department competence and to manage checking their execution;
- to approve Provisions on units within the Department structure.

[www.sdip.gov.ua](http://www.sdip.gov.ua)

## **Russian Federation**

### **1. *The National Association of Broadcasters***

The National Association of Broadcasters is a non-commercial public organization. It was founded in August, 1995 under the initiative of Edward Sagalaev and the top management of 43 broadcasting companies.

The key issues:

- representation and protection of interests of broadcasters at the governmental and administration institutions;
- solving of corporate problems, maintenance of equal opportunities and identical requirements to broadcasters regardless of the form of ownership and region of activity;
- rendering legal and consulting support for the companies in the field of licensing, technics, technologies, taxation and vocational training of staff;
- researching tendencies of development of the television and radio markets, advertising and marketing;
- providing recommendations and access to professional information and contacts;
- coordination of the television and radio companies' activities on creation and distribution of television and radio programs in the territory of Russia and other activities connected with television and broadcasting.

## **International**

### **1. *European Audiovisual Observatory***

Set up in December 1992, the European Audiovisual Observatory is the only centre of its kind to gather and circulate information on the audiovisual industry in Europe. The Observatory is a European public service body with 36 member States and the European Community, represented by the European Commission. It owes its origins to Audiovisual Eureka and operates within the legal framework of the Council of Europe. It works alongside a number of partner organizations, professional organizations from within the industry and a wide network of correspondents.

[www.obs.coe.int](http://www.obs.coe.int)

### **2. *The Association of European Cinémathèques (ACE)***

The Association of European Cinémathèques (ACE) is an affiliation of over 30 national and regional preservation film archives from all over Europe. Its joint role is to protect the European film heritage and to assure that the audio-visual records of our century survive to be enjoyed and studied for generations to come.

[www.acefilm.de](http://www.acefilm.de)

### **3. *Association of Commercial Television in Europe, ACT***

The Association of Commercial Television in Europe, ACT, was formed in July 1989. The ACT represents business interests of the commercial television sector at the EU Institutions. 25 member companies are active in 21 European countries and encompass several business models, from free-to-air television broadcasters to multimedia groups and digital TV platform operators. Cumulatively, these companies offer many hundreds of television channels.

Membership of the ACT is open to any private television broadcasting company in Europe that approves the ACT's statutes of association.

ACT is consulted on a regular basis by the Community Institutions on all questions impacting on the future of the Audio-visual sector in Europe. In particular with regard to digital TV and the EU Directive "Television Without Frontiers".

In addition to its work at the EU institutions, the ACT actively represents the interests of the commercial broadcasting sector at other international bodies whose decisions impact on our businesses. In particular, the Association of Commercial Television is an Observer at the Council of Europe and an active member of the EASA.

[www.acte.be](http://www.acte.be)

### **4. *European Broadcasting Union***

The European Broadcasting Union (EBU) is the largest professional association of national broadcasters in the world. The Union has 74 active Members in 54 countries of Europe, North Africa and the Middle East, and 44 associate Members in 25 countries further a field.

[www.ebu.ch/en](http://www.ebu.ch/en)

#### **5. *European Coordination of Independent Producers (CEPI)***

The European Coordination of Independent Producers (CEPI) was founded in 1989, to organise and represent the interests of independent cinema and television producers in Europe.

Today the Coordination represents approximately 4000 independent production companies in Europe, equivalent to 95 % of the entire European audiovisual production industry. Taken together, the members supply over 16000 hours of new programming each year to broadcasters in Europe, ranging from single documentaries and special event programming, to game shows, light entertainment and high-cost drama serials. As the producers form the basic support of the audiovisual industry, it is necessary to articulate the interests of those producers within a unique European organisation.

[www.cepi.tv](http://www.cepi.tv)

#### **6. *European Cable Communications Association***

The main objectives of ECCA, which promotes the interests of the European cable industry, in this field are:

- promoting a level playing field between the various infrastructures. ECCA believes this can only be effectuated by harmonised telecom regulations throughout the European Union.
- supporting a realistic approach to management of copyright issues in a European context. Individual settlement of these rights should be the starting-point. In situations where this is not feasible ECCA advocates "one stop shopping" similar to the settlement of rights via satellite.
- ECCA encourages the development of market driven standards. Ultimately standards are a prerequisite for delivering a high quality of service to end-users.

[www.ecca.be/html/page.htm](http://www.ecca.be/html/page.htm)

#### **7. *The European Film Companies Alliance (EFCA)***

The European Film Companies Alliance (EFCA), founded in Brussels in September 1995, is a non-profit organisation with a scientific and artistic purpose. It aims to bring together European entrepreneurs active in film production and distribution. It is an essential platform for information exchanges and business networking. EFCA considers that the following key issues are central to its mission:

- to promote European cinema within Europe and in third countries
- to encourage a sustainable and competitive European film industry
- to facilitate and improve access to EU grants and capital for the sector
- to prepare for the emergence of the digital market place
- to stimulate European coproductions
- to liaise with film bodies, associations, film professionals and European authorities
- to raise awareness of the key issues at stake in the European film industry
- to function as a network for exchanges and co-operation

The organization, on its own or through KEA European Affairs (which manages its secretariat) is involved in major research relating to film distribution, censorship, protection of copyright, competition and international trade law. EFCA is currently mounting a project to establish a

vehicle to encourage the licensing of European films on new digital delivery platforms whether fix or mobile (VOD) entitled DOEC - Digital Opportunities for European Cinema. The proposal is presented by EFCA in association with the Cannes Film Market and European Film Promotion (EFP) – a network of 500 film producers. The proposal is to build a bridge between new service providers and the European film community.

[www.efcasite.org](http://www.efcasite.org)

#### **8. *International Association for Media and Communication Research***

Established in 1957, IAMCR draws its members from around the world. IAMCR is the international professional organisation in the field of media and communication research. IAMCR members promote global inclusiveness and excellence within the best traditions of critical research in the media and communication field.

[www.iamcr.net](http://www.iamcr.net)

#### **9. *International Federation of Film Producers Association***

With 31 member associations from 25 of the leading audiovisual production countries, FIAPF is the only organisation of film and television producers with a global reach. FIAPF's mandate is to represent the economic, legal and regulatory interests which film and TV production industries in four continents have in common. As an advocate for producers, FIAPF helps formulate policies and coordinate political action in these key areas:

- copyright and related intellectual property rights' legislation
- enforcement of IPR legislation and anti-piracy action
- deployment of digital technologies and their impact on the audiovisual value chain
- technology standardization process
- media regulation
- private and public sector film financing mechanisms
- trade-related issues.

#### **10. *International Video Federation***

The International Video Federation plays a crucial role in all EU and international policy and legislative initiatives relating to the video industry, including copyright protection and private copying issues, anti-piracy efforts, taxation, youth protection and content classification, and environmental issues.

The IVF contributes to the work of the EU institutions, the World Intellectual Property Organisation (WIPO) and the European Audiovisual Observatory in Strasbourg. The IVF also participates actively in the organization of the only pan-European conference dedicated to video industry issues, the European Video Perspective, supported by the EU MEDIA Programme.

#### **11. *Media and Entertainment International***

UNI-MEI Policy Goals and Activities: UNI-MEI caters to the special concerns of unions and similar associations whose members are engaged in mass media, entertainment and the arts. UNI-MEI serves as a point of contact for its affiliates and the members they represent in this increasingly internationalised sector. It is a clearing house for information useful to them, particularly that regarding binational or multinational productions, or movement of employees across national borders. It is concerned with issues ranging from ownership structural evolution,

trade policy and technological change to copyright and neighbouring rights, piracy and censorship. It acts to exchange information about collective agreements, legal standards and practices of the categories it represents at an international level, aiming where relevant and feasible to temper chaotic labour relations and practices with common regional or wider minimums in consultations with employers or in practice alone by employee concertation. It also has observer status with several inter-governmental bodies. It seeks to identify and defend the interests of its members in these bodies and in other international public policy arenas.

[www.union-network.org](http://www.union-network.org)

## ***12. European Group of Television Advertising***

EGTA, the association of television and radio sales houses, is a non-profit trade association based in Brussels. It gathers 54 television and 25 radio sales houses and/or commercial departments. All together, EGTA members collect 22.5 billion Euro (consolidated turnover) through more than 100 mainstream TV channels (+ a number of local and regional channels) and over 150 radio stations, spread across 30 European countries (+ Canada, Korea, Morocco, Iran, New Zealand and South Africa). Representing close to 70% of all TV advertising investment in Europe, EGTA has clearly become the reference centre for advertising in Europe.

[www.egta.com](http://www.egta.com)