

# Why Become a Member of Audiovisual Producers Finland – APFI?

At APFI, you become part of Finland's professional community of audiovisual production companies. As a member of APFI, you are able to put forward topics that are strategic to your company agenda, and thus influence the association's operations and the entire development of the audiovisual industry.

## We advocate for your best interests.

Our job is to ensure that the Finnish audiovisual sector remains vibrant and that industry funding increases. We follow key decisions made by relevant authorities and strive to prevent any negative developments that may impact the audiovisual sector. Through our own activities, we aim to safeguard production conditions, the development of Finnish audiovisual culture, and ensure that audiences are offered high-quality content that meets the international standard.

## We provide legal support

You can turn to us regarding both contractual and copyright matters. As a member of APFI, you also receive services e.g. regarding the investigation of possible copyright infringements through CIAPC – The Copyright Information and Anti-Piracy Centre (TTVK, in Finnish).

## We organise initiatives aimed at internationalisation

As an APFI member, you can participate in a variety of customised internationalisation initiatives and events aimed at sales promotion and networking. We are also always on the lookout for potential partners for member companies.

## Continued training and membership events

We organise industry-related training and events for our members, e.g. matters relating to employment law, business development and the marketing of productions. We offer you a platform to present your views and influence the development of our industry and improve its operating conditions.

## Market data and benefits

We provide members with information pertaining to the industry, domestic and international events and training opportunities, in addition to domestic and foreign market data. As a member, you will receive ISAN codes for your production at a cheaper member rate, member prices or discounts for events organised by APFI, as well as Finnpanel's audience viewership reports free of charge when you order at least four overnight reports.

## How to become a member

Professionally operating companies who produce audiovisual content may apply for membership from APFI. Membership applications must include basic company information and a description of past productions. The membership fee is 0.22% of company turnover (incl. other revenues). However, the annual membership fee is a minimum of €400 and is capped at €3,000. A production company can be both a member of APFI and a client. However, membership does not mean you are automatically also a client.

## We collect royalties from Finland and distribute them to our clients

As an APFI client, your company will receive royalties from the public presentation and educational copy of film and audiovisual productions, the retransmission of TV shows and NPVR, as well as a share of the private copy funds. Our international cooperation within the AGICOA alliance means that your royalties are collected from all 36 AGICOA countries if you are registered with us or any other organisation in the alliance.

## Registration at APFI is free

APFI represents approx. 250 production companies, and the collective management of their copyrights is one of our main tasks. A production company may sign up as a client of APFI's by completing the client agreement via our website. APFI monitors the interests of production companies regarding the matters and to the extent authorised by the production company in the client agreement. Based on this authorisation, APFI makes agreements on the secondary use of audiovisual works and pays royalties to production companies.

*The best thing about our APFI membership has been that as a company we are involved in the discourse, influencing and decision-making that affects our entire industry, and that we have received very detailed consultation regarding various issues. Being a member of APFI is definitely worthwhile if your company produces its own content, since APFI acts as a negotiating partner with industry associations. Through APFI, we were able to present our animation production at the Scandinavian Screening event in 2019, which was extremely beneficial for us.*

*APFI also collects royalties for producers, and as a client of APFI's we've received assistance e.g. when seeking international royalties.*

**-Metsämarja Aittokoski, CEO, Sun In Eye Productions**

**Being an APFI member is definitely worthwhile!**

**Audiovisual Producers Finland – APFI** is tasked with representing the interests of producers in the field of audiovisual content production, promoting internationalisation, and organising industry events and competitions. It is also responsible for the collective management of copyrights.

APFI's goal is to support production companies in both contractual and copyright matters, and to help develop our entire industry to become more competitive, as well as boost the visibility of Finnish content in the international market.