

LaFA – France’s new audiovisual industry body

The French broadcasting groups France Télévisions, M6 and TF1, alongside the main rights management associations (ADAMI, SACD, SACEM and SCAM) and producers’ associations (ANIMFRANCE, SPI and USPA) met today at TF1 corporate headquarters to formally establish a new trade body known as “LaFA” – short for “La Filière Audiovisuelle”, or “the audiovisual industry”.

At a time of radical change in the audiovisual sector, LaFA’s ambitions are to secure a sound business model for the industry; to keep pace with the transformation of the sector; to ensure diversity and innovation in our creative output; and to promote French cultural exceptionalism.

LaFA’s objective is to generate material that will improve understanding of our industry, and of the economic and cultural challenges we face, for all stakeholders: regulators, legislators, the government, the European Commission, and all who have an interest in the development of the French audiovisual industry.

The first chapter will be written in the spring of 2025, when LaFA will publish its first report (on the economic importance of the French audiovisual industry) and its initial recommendations.

LaFA is already up and running, with a common platform that brings industry players together around a shared vision – and a shared struggle – to support excellence in all that we do.

Status and governance

Constituted as a non-profit organisation under the French law of 1901, LaFA has ten founder members (the organisations listed above), with Rodolphe Belmer serving as Chair for a two-year term.

He will be supported by three Vice-Chairs:

- one representing broadcasters: Delphine Ernotte Cunci, Chairman & CEO of France Télévisions
- one representing producers: Nora Melhli, Chair of the Audiovisual section of SPI
- one representing writers and artists: Pascal Rogard, CEO of SACD

New members can apply to join LaFA; applications will be considered at a future Board meeting, and any applicant must sign up to the LaFA platform and share the organisation’s values.

The LaFA platform

The audiovisual industry is undergoing massive structural change.

That’s why our member organisations and companies are setting out to reinforce the message about the key role we play in ensuring all our fellow-citizens can enjoy free, universal access to authoritative news; creative audiovisual content admired all round the world; a rich pipeline of entertainment; and coverage of major sporting events. We are guarantors of diversity in the creation of broadcast content and music, which we build into programmes that highlight the full diversity of French society, and that convey positive messages that support inclusion and unity. We help construct a cultural heritage shared by all our fellow-citizens, wherever they live – and in doing so, we reinforce social cohesion in our nation. And we strive to showcase French culture in Europe, and worldwide.

Writers, directors, artists, composers, technicians, independent producers, distributors, broadcasters: we are all moving parts in the living, inter-dependent system we call the audiovisual industry. It’s the leading sector in the French economy, employing over 300,000 people, and a pillar of our democracy and culture. By working together, our organisations and companies can maintain standards of excellence in the French audiovisual industry; ensure diversity and innovation in our creative output, reflecting our commitment to

tackle sexual and sexist violence; and address environmental challenges by transforming how we work. Our members are mutually complementary and share a common ambition: a flourishing sector, now and in the future.

This involves working together to advocate for the following objectives with the authorities:

- **Ensure that public service broadcasting receives the substantial, predictable, dedicated and sustainable public funding essential for it to retain its independence and deliver on its specific, distinctive public interest remit** – which first and foremost, means funding for new audiovisual content and for delivering news to the people of France. Ring-fencing this funding is essential not only for the stability of our industry, but also for safeguarding our democracy and our national sovereignty.
- **Encourage the development of private sector players in free-to-air digital terrestrial TV**, by lifting regulatory constraints on advertising. This matters, because the market is weakening and competition from international players is intensifying. The aim: **to channel national advertising spend towards national media players, securing their long-term future in the interest of content creation and pluralism of news sources.**

These first two objectives are essential to maintaining a competitive level of funding for creative output, which is heavily dependent on the broadcasters.

- **Safeguard the budgetary independence and remit of the CNC.** By supporting the audiovisual industry, the CNC (the French national centre for cinema and moving images) plays a crucial role in defending and promoting French cultural exceptionalism, by encouraging a dynamic and vibrant creative sector. Its economic model and remit must not be undermined.
- **Lock in the future of the system for paying freelance performers**, which is indispensable in sustaining the rich strain of artistic creativity that binds us together.
- **Retain the system of tax credits** for the broadcasting, cinema and music industries. These are crucial to safeguarding existing jobs and creating new jobs in France, and to creation and innovation across the industry.
- **Promote ethical and responsible generative artificial intelligence (GenAI) that respects intellectual property rights.** This includes guaranteed transparency in the use of copyright works by GenAI; the option for rights-holders to prohibit access to their works; and respect for authors' rights, whether non-pecuniary or pecuniary.
- **Advocate for a regulatory framework for digital platforms in Europe** that guarantees respect for copyrights and equal treatment with TV broadcasters, and builds in a high level of commitment to supporting creative output.

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