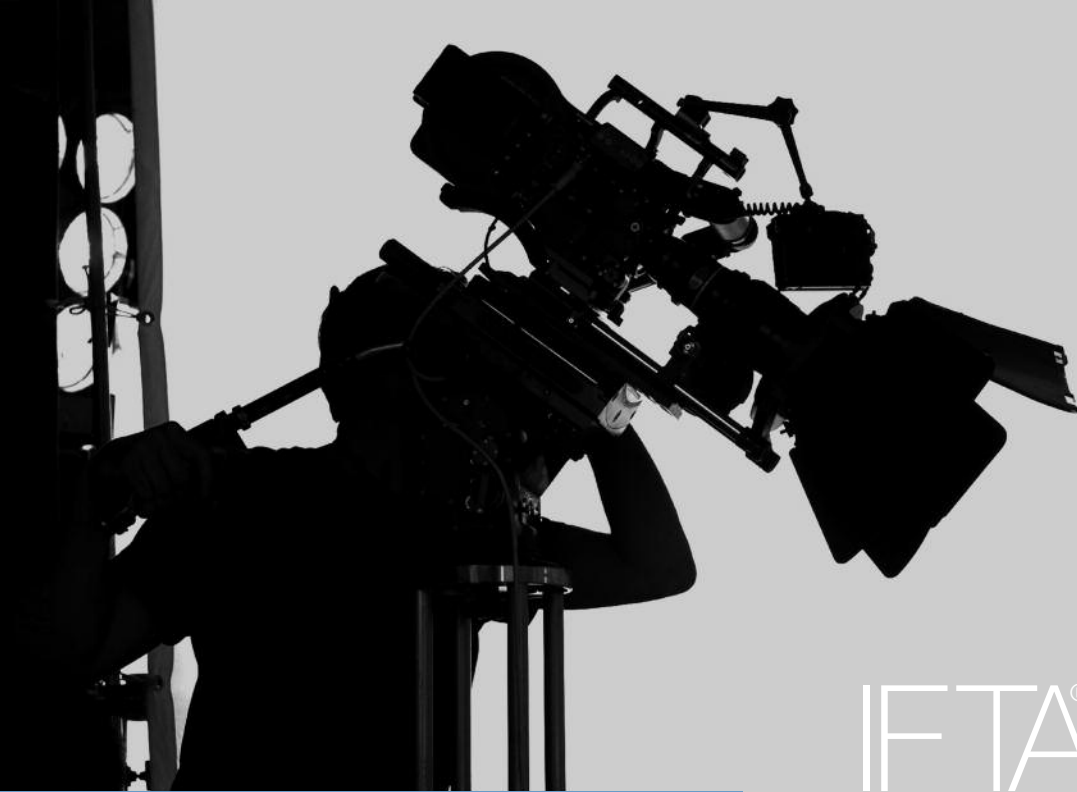


**Independent** ■  
Film & Television  
■ ■ ■ **Alliance**®

# Representing Producers and Distributors Worldwide™

**MEMBERSHIP BENEFITS**



**Independent** ■  
Film & Television  
■■■ **Alliance**®

**IFTA**® **The Independent Film & Television Alliance**® is the global trade association of the independent motion picture and television industry and the voice and advocate for the Independents worldwide. Representing more than 150 companies in 23 countries, IFTA's Members are the world's foremost independent production and distribution companies, sales agents, and institutions engaged in film finance.

For more than 30 years, IFTA Members have produced, distributed and financed many of the world's most prominent films, 19 of which have won the Academy Award® for "Best Picture" since 1980, most recently *The King's Speech* (The Weinstein Company), *The Hurt Locker* (Voltage Pictures and Summit Entertainment) and *Slumdog Millionaire* (Pathé). In fact, our Members' films and television programs are regularly recognized with every major entertainment award from around the globe. Collectively, IFTA's Members produce more than 400 independent films and countless hours of television programming each year and generate more than \$4 billion in sales revenues annually.

Headquartered in Los Angeles, IFTA is dedicated to protecting and strengthening its Members' ability to finance, produce, market and distribute independent films and television programs in an ever-changing and challenging global marketplace.

IFTA is widely recognized for producing the world's largest annual motion picture trade event, the American Film Market® (AFM®), where more than \$800 million in deals are sealed each year. Every November, 8,000+ industry leaders, decision-makers and trendsetters from more than 70 countries



**IFTA: Dedicated to**  
protecting and strengthening  
independents worldwide.

gather at the AFM in Santa Monica for eight days of deal-making, premieres, screenings, conferences, networking and parties.

IFTA also brings great value to its Members through tools, knowledge and support vital to their business, including online access to a wealth of global information and ongoing research to allow them to compete most effectively.

IFTA Members benefit significantly from licensing and copyright protection information, proprietary publications, research and analysis, access to industry authorities and innovators, AFM discounts, and Umbrella Stands at international markets.

IFTA's Model International Licensing Agreements™ have set the industry's standards and are used thousands of times annually throughout the world. IFTA Arbitration™ resolves trade disputes without costly international court proceedings, and IFTA has administered the resolution of disputes in more than 2,000 cases involving more than \$600 million in claims. IFTA Collections™ orchestrates the collection of non-contractual copyright royalties throughout the world, and IFTA has paid more than \$90 million to its participants for the lowest fees available.

IFTA serves as the voice and advocate for the independent film and television industry worldwide, speaking out on matters of critical importance and, where appropriate, actively lobbying governments around the world in regard to measures directly affecting the independent industry.

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## Advocacy

The global film and television industry's business models are under pressure as digital distribution, evolving demographics and cultural concerns shift content delivery and audience receptivity. The Independents—producers, national distributors and sales agents—are especially challenged by media consolidation, digital piracy, trade barriers, and limited third party production financing. Individually, few of these companies can challenge the governmental or marketplace decisions that are rapidly eroding the Independents' market share. IFTA speaks for the Independents on a collective basis, ensuring their voices and concerns are heard worldwide.

IFTA lobbies both national and international government officials to drive awareness of how our sector of the industry operates, of the economic importance of the Independents' contribution to jobs and exports, and of the critical acclaim that has surrounded independent production over the years. In the past few years, IFTA has been active in U.S. legislative and regulatory debates on Open Internet, the Comcast–NBC Universal merger and piracy legislation, and the Independents' interests have been recognized in the process.

IFTA has defended intellectual property protection, the principle of granting exclusive licenses market-by-market, and open markets before the European Commission, multiple national governments and international organizations and in support of trade negotiations to erase marketplace barriers in China, South Korea, and worldwide. These efforts increasingly place the Independents in front of decision-makers at key moments in debates that will determine the business and revenues of our sector of the film and television industry for years to come.



## Selling Tools

### LICENSING SUPPORT

- IFTA's legal staff is available to provide information to Members regarding general licensing, distribution and copyright protection issues.
- IFTA's Model International Licensing Agreements (IFTA MILA™) are considered by the film and TV industry worldwide to be the exemplar distribution agreements for licensing and are used thousands of times annually around the world. Continuously kept up to date, IFTA MILA contains a multiple rights distribution agreement and corresponding deal memo that can be customized for many different deal structures. Members receive complimentary hard and digital copies of the model licensing agreements and have around-the-clock access to the agreements through the Member-Only section of the IFTA website. Non-members pay \$450.
- The IFTA International Multiple Rights Deal Memo™ is a one-page short form agreement that mirrors the provisions of the IFTA International Multiple Rights Distribution Agreement and incorporates IFTA's International Standard Terms and International Schedule of Definitions. Members receive 50 complimentary Deal Memos upon joining and are given a discounted rate of \$50 per package of 50 Deal Memos.
- The IFTA International Standard Terms and International Schedule of Definitions are well-established in the industry as keeping pace with the emerging licensing trends and technologies.

### PUBLICATIONS & GUIDES

IFTA offers its Members industry resources to better understand and address the ever-changing entertainment marketplace.

#### Publications include:

- IFTA Model Sales Agency Agreements and Guides
- Television Licensing Guide
- Practical Guide to Copyright Protection
- New Media Guide
- Anti-Piracy One Sheet
- Arbitration Award Enforcement Booklet

**All reports, publications & guides are accessible 24/7 on the Member-Only section of the IFTA website.**

## MARKETPLACE DATA, STATISTICS & TRENDS

Financial data, industry statistics and market trend analysis help Members traverse the marketplace and stay ahead of the curve, and are available exclusively to Members on the IFTA website. These include:

- IFTA International Entertainment Tax Guide™: Industry-related tax information for more than 48 territories.
- Production Incentives: Critical and current information on major production incentives throughout the world.
- Marketplace Reviews: Reports on the state of the industry in key international territories, including a sales assessment for each territory.
- IFTA Survey of Video on Demand Services in Key Markets™
- IFTA International Box Office™: Every week IFTA provides Members a report of the box office results for all films screening in cinemas in 26 countries.

## BUYER REVIEW FORUM

IFTA hosts Buyer Review Forums before each major film market (AFM, EFM & Cannes) for Members to exchange real-time and critical information regarding all aspects of worldwide marketplace conditions, including the business and payment practices of Buyers in each territory discussed.

A summary report from the meeting is provided to each Forum participant before heading into the next market and posted on the IFTA website for all Members to use as a reference tool.

## BUYER DIRECTORY

IFTA maintains the most comprehensive and current database of International Buyers which allows Members to find Buyers by their territory, company name, contact and country. The database is only available to Members and is an essential business guide.

## PRIVATE ONLINE FORUM

The Member-Only section of the IFTA website features a private online forum where Members from around the world exchange ideas and share valuable information about the marketplace, Buyers and industry trends.

## CERTIFICATES OF ORIGIN & RIGHTS VERIFICATION

Issued only to IFTA Members, IFTA Certificates of Origin assist Members to eliminate delays in delivering product to distributors and are recognized and accepted worldwide. IFTA Certificates of Origin certify the “country of origin” of a film or television program, whereas IFTA Certifications for China and South Korea demonstrate the underlying distribution rights to a film or television program.

### IFTA® provides its Members annually with:

- 25 Complimentary Certificates of Origin
- Complimentary China Certifications as needed
- Complimentary South Korea Certifications as needed

IFTA also administers a Rights Verification Program in conjunction with its Certification Programs in China (with China’s National Copyright Administration) and in South Korea (with the Korea Media Rating Board) to confirm that the distributor approaching the local government for distribution approval or censorship rating is the authorized distributor.

## THE FILM CATALOGUE®

The Film Catalogue is an online marketing tool for Members, providing Buyers with up-to-date information on thousands of projects and films available at all major film markets, including AFM, EFM, FILMART and Cannes. Buyers can read synopses, view cast, production credits and posters, watch trailers, and easily search by production status, genre, language, director, cast, company and title.

Every Monday, over 4,000 Buyers worldwide receive a Weekly Update email listing recently added films and those whose production status had been updated. While non-members may use The Film Catalogue, only IFTA Member films are included in the Weekly Update.

Recently added films and those whose production status had been updated also are automatically posted to the AFM’s Facebook page and appear in the news feed of AFM’s 7,000+ fans.

## IFTA Collections™

The industry's preferred service provider, IFTA Collections is the one stop shop for the collection and disbursement of international audiovisual royalties and levies, such as cable and satellite retransmission royalties, private copy levies, video rental levies, educational royalties, theatrical box office levies, public performance television royalties and public performance video royalties. Today, IFTA Collections represents more than 115 film and television companies worldwide and administers over 20,000 titles.

### The benefits of IFTA Collections:

- IFTA offers its Members the lowest administrative fee in the industry. On average, IFTA Members pay 8% where for-profit collection services charge administrative fees anywhere between 15%–30%.
- No other service collects faster than IFTA Collections.
- IFTA Collections works with every local collection society worldwide that collects audiovisual royalties and levies, and pays foreign rightsholders.
- IFTA Collections is the longest running collection service with nearly 20 years experience in the collection and disbursement of audiovisual royalties and levies.
- IFTA Collections staff aggressively identify, seek, collect and disburse monies on behalf of our Members.
- IFTA Collections distributes payments every month, not quarterly like most other collection services. It's our Members money, not ours!

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*IFTA Collections™ has disbursed over \$90 million to its participants.*

## IFTA Arbitration™

IFTA administers an international arbitration forum that provides an economical and expedient way to resolve disputes without costly international court proceedings. IFTA Arbitration maintains a panel of more than 100 qualified arbitrators in 16 countries, including Austria, Brazil, Canada, France, Germany, Italy, Japan, Mexico, Russia, Spain, Sweden, Switzerland, United Arab Emirates, UK, and California and New York in the U.S. IFTA Arbitration may be used if the relevant contract or deal memo contains an arbitration clause designating IFTA Arbitration as the dispute resolution tribunal or the parties otherwise agree. IFTA's Model International Licensing Agreements contain an optional clause which provides that all disputes arising under the agreement will be resolved by IFTA Arbitration.

### IFTA Members receive discounts on the administrative filing fees and arbitrator rates:

- Pre-Arbitration Settlement Procedure Letter is complimentary to Members; non-members pay \$150 (if applicable, the \$150 fee is credited to the arbitration filing fee).
- Arbitration filing fee: 1% of the amount in dispute (minimum \$200 and maximum of \$3,500 for Members and \$4,500 for non-members).
- A \$500 surcharge is added to the 1% arbitration filing fee for non-members.

### Example of filing fees paid by an IFTA Member:

Where the amount in dispute is \$50,000, the arbitration filing fee would be \$500 for a Member (i.e. 1% of \$50,000).

### Example of filing fees paid by a non-member:

Where the amount in dispute is \$50,000, the arbitration filing fee would be \$850: 1% of \$50,000 plus the surcharge of \$500, less the pre-Arbitration settlement procedure fee of \$150.

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*IFTA Arbitration™ has administered over 2,000 cases involving more than \$600 million in claims.*

# Film & TV Markets

## AMERICAN FILM MARKET®

Members receive substantial AFM discounts and access to Member-Only events during the market:

- \$3,500 Exhibition Fee waived with AFM Office\*\*
- 8 complimentary badges with an office (vs. 4 for non-members), a savings of \$1,980\*\*
- 15% discount on select hotels, a savings of up to \$1,000
- Exclusive daily Member-Buyer breakfasts
- Invitation to Member-Only Closing Reception and State of the Marketplace meeting

Affiliated Financial Institutions (AFIs) also have access to a private AFM Suite and receive four market badges and four tickets to all AFM Conferences.™

## MARKET UMBRELLA STANDS\*\*

The IFTA Umbrella Stands are an affordable central gathering place for Members to meet and conduct business with Buyers at a reduced cost. Members that participate save \$1,000's compared to exhibiting on their own.

IFTA provides Umbrella Stands at the following international film and television markets:

- EFM
- DISCOP
- FILMART
- MIPCOM
- MIP-TV

\*\*These benefits are for Voting and Associate Members only.

# Discounts & Savings

Membership is essentially free for companies that take advantage of the vast array of benefits, services and discount programs that IFTA offers:

## AMERICAN FILM MARKET®

as much as \$6,500 in discounts\*\*

## UMBRELLA STAND PARTICIPATION

\$1,000's saved at each market compared to purchasing a booth directly from each show organizer\*\*

## IFTA COLLECTIONS™

Low Member administration fee;  
Members average 8%

## IFTA CERTIFICATES OF ORIGIN

Members save hundreds of dollars each year in certificate fees

## LICENSING

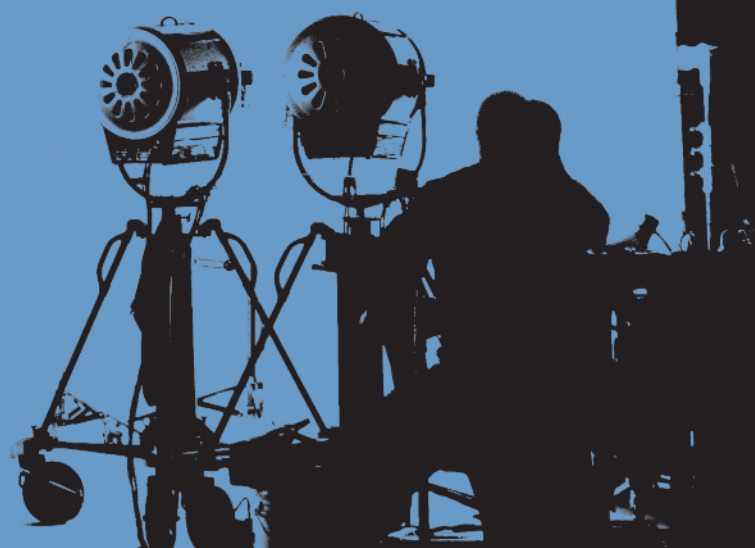
Members receive physical and electronic copies of the IFTA Model International Licensing Agreements and Sales Agency Agreements, 50 complimentary Deal Memos, and a discount on additional IFTA publications

## IFTA ARBITRATION™ FEES

Members receive complimentary Pre-Arbitration Settlement Letters and reduced filing and arbitrator fees

\*\*These benefits are for Voting and Associate Members only.

Working together,  
sharing expertise,  
finding solutions.



# Membership Criteria

**Voting Membership** is available to a company that:

- (a) is and has been actively engaged in the business of licensing, or representing the licensing of theatrical, video or television rights in theatrical motion pictures or television programs for the last five years; and
- (b) owns or represents the right to license theatrical, video or television rights in at least five theatrical motion pictures or television programs for license periods of at least five years in at least 20 of the top 30 territories.

**Associate Membership** is available to a company that:

- (a) is and has been actively engaged in the business of licensing, or representing the licensing of theatrical, video or television rights in theatrical motion pictures or television programs for the past year; and
- (b) owns or represents the right to license theatrical, video or television rights in at least two theatrical motion pictures or television programs for license periods of at least five years in at least 10 of the top 30 territories.

**Affiliate Membership** has the same eligibility criteria as Associate Membership

**Affiliated Financial Institution Membership** is available to a company that is and has been primarily engaged for the past three years in the business of providing entertainment finance-related services to a company which does or can qualify as a Voting, Associate or Affiliate Member of the Association.

*Under certain circumstances, a recently-formed company may utilize the experience of a key executive in order to meet the past business requirement.*

# Initiation Fee and Dues

## VOTING & ASSOCIATE MEMBERSHIP

**Initiation Fee:** \$10,000 paid upon joining IFTA

**Annual Dues:** \$6,000

Associate Members have the option to pay the Initiation Fee over a four year period – \$3,000 a year for four years (includes a \$500 administration fee each year).

## AFFILIATED FINANCIAL INSTITUTION

**Initiation Fee:** \$5,000 paid upon joining IFTA

**Annual Dues:** \$7,000

## AFFILIATE MEMBER

**Initiation Fee:** None

**Annual Dues:** \$4,000

Affiliate Members receive the same benefits and services as Associate Members excluding AFM and Umbrella Stand benefits, services and discounts.

# Contact Us

To find out more about IFTA Membership, please contact:

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