



ANNUAL GENERAL MEETING 2010

MINUTES

CEPIC
Centre of the Picture Industry

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CEPIC Annual General Meeting
Date: Tuesday 8th June
Time: 15.00 - 18.00
Location: Box 447, Aviva Stadium, Dublin

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Chair: Christina VAUGHAN

National Associations represented (voting):

AEAPAF (Spain): Lola MATÉ
APAAI (Portugal) : Proxy Christina VAUGHAN
BAPLA (UK): Paul BROWN
BLF (Sweden): Johan FRÄMST
BVPA (Germany): Bernd WEISE
FNAPPI (France): Jean DESAUNOIS
NL-Image (Netherlands): Pieter DOORMAN
SAB (Switzerland) : Stefan WITTWER
SNAPIG (France): Gilles TAQUET
SBF (Sweden) : Proxy Stefan WITTWER

Apologies/Proxies:

SBF: Barbro KAUFMANN sent apologies and SBF's proxy goes to Stefan WITTWER.
APAI: Alexander CORDEIRO sent apologies and APAI's proxy goes to Christina VAUGHAN.

Others:

BAPLA: Alan SMITH; BLF: Ulrik SÖDERGREN; BLF: Lars MODIE; BVPA/CEPIC: Klaus PLAUMANN; SNAPIG/ CEPIC: Dominique DELOUIS; CEPIC: Sylvie FODOR; NL-Image/CEPIC: Els VAN REST; SAB: Ursula BAUMANN; SAPHIR: Christophe MANSIER.

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1. Report on CEPIC activities in 2009

Document : Written Report on Activities of 11 May 2010

Christina VAUGHAN thanked the immediate past President and VP, Alan SMITH and Jean DESAUNOIS. She welcomed Christophe MANSIER, President of SAPHIR.

She clarified that the voting on the report of activities and on the accounts will be with raised hands and that all national associations present have the right to vote.

1.1 Membership

10 national associations: no change.

45 affiliates (single picture agencies and trade partners) : loss compounded by new recruits

Els VAN REST proposed new fees for non-voting member categories. Following the results of discussions at the AGM, she will now simplify this list, define categories. It should be clearly specified that these categories have no voting rights. The list of fees was agreed.



Alan SMITH raised the issue of collecting societies. A discussion followed, with Paul BROWN defining the position of BAPLA in the UK, Els VAN REST explaining the situation in the Netherlands, Gilles TAQUET speaking about France, and Bernd WEISE about Germany.

Christina VAUGHAN suggested that any approach should come via the national associations. It was agreed that collecting societies would not qualify for CEPIC membership until otherwise agreed at an AGM.

Application of SAPHIR, France

- 22 members
- Member of FFAP
- Observing member status with no fee in view of full membership in 2011

Christophe MANSIER gave a brief summary of SAPHIR's membership and the situation in the French market; he is interested in learning about other markets, sharing experiences and setting goals.

1.2 Marketing, PR and Communication (Working Group 2)

Klaus PLAUMANN reported on PR and Communication.

A new CI was created, with a new claim (Centre of the Picture Industry). This was not in the 2009 budget and therefore appears in the 2010 budget.

The new Board met and all decided they wanted a new CI, logo and website. The new claim means it is possible to look for different affiliates.

The website was finished in January 2010, with a blog to create a community. This was accompanied by social media activity on Facebook, LinkedIn and Twitter, where CEPIC now has a lot of followers.

Lola MATÉ is working on a new marketing plan for next year.

A discussion followed about PR activities, including interviews, presence on panels, published articles and their translation, social media activities and how these benefit CEPIC. Lola MATÉ suggested that CEPIC devote more resources and budget to PR, perhaps the photography side to identify CEPIC more with photography.

Gilles TAQUET asked for the results of the social media activity to be quantified, which was agreed.

Sylvie FODOR reminded the national associations to send their press mailing lists so that CEPIC can send out press releases to a wider audience.

Sylvie FODOR moved the conversation on to events. She asked for clarification on whether CEPIC should offer free tables to national associations as part of a reciprocal deal at their trade fairs.

After some discussion, Lars MODIE proposed that the committee discuss this internally and come up with a proposal for next year.

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1.4 CEPIC Congress 2009 and 2010

- 2009 Dresden Congress: no questions

- 2010 Dublin Congress: 620 delegates currently registered for the Congress (not including those only registered for the New Media Conference), which is more than the 612 delegates attending in Dresden. Christina Vaughan discussed planning for the Congress in more detail, including how to get more sponsorship from outside the industry in future.

- 2011 Congress: the survey about location was sent to 900 people, with 348 responses: Madrid 30.46%; Valencia 28.74%; Istanbul 40.8%. CEPIC now needs to think about the logistical challenges of holding the Congress in Turkey and investigate further.

Protocol meant that the survey results were not a vote for this AGM. The CEPIC Committee will first assess venues and budget, amongst other considerations, and make a decision on this basis.

1.3 Lobbying

Sylvie FODOR concentrated on the results as the activity had been much publicised on the website and in the newsletters.

Lobbying has been a success for three reasons : participation, high level representation and concrete results with possible inclusion in EU funded project.

Participation : An active group of volunteers supports CEPIC's lobbying providing information and feedback. In particular, the Europeana Questionnaire benefited from its support. In addition, CEPIC has conducted a number of surveys with NAs. The response rate has not been good because people don't know who in their national association should respond, so each association needs to decide who will respond.

Representation : CEPIC has been invited to take part in meetings as the representative of the image industry, both as attendant and as speaker on behalf of the visual industry. In October 2009, CEPIC was invited to speak at the European Commission hearing on Orphan Works. The EC is expected to issue a pre-paper at the end of June.

Concrete result : CEPIC has been accepted as partner in ARROW PLUS where EVA and CEPIC will represent the visual artists. The project has been submitted for financing in June. Dominique DELOUIS highlighted the importance of the chance to be part of ARROW PLUS, allowing to negotiate directly with publishers and with collecting societies.

Dominique DELOUIS and Sylvie FODOR will look after this project on behalf of CEPIC and report to the Board. Additional resources will be allocated as needed within the budget, or they will be asked to pay for themselves.

1.5. Technology

Paul BROWN discussed the results of the joint survey run by CEPIC and IPTC on how agencies use metadata fields. The results were interesting because nothing conclusive could be drawn from the survey. There is a lot of work to be done and it will be up for discussion at the IPTC Conference.



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Dominique DELOUIS reported that there had been a discussion within the committee about whether to continue membership of IPTC. The committee decided it would be valuable.

The discussion moved on to the possibility of creating CEPIC search (like pacaSearch). Doug DAWIRS from PACA proposed that CEPIC could duplicate the PACA system, with localised versions in different languages. After a discussion about how to generate traffic and the work of Google in this area, Christina VAUGHAN suggested that CEPIC try to get more information from PACA on usage stats and SEO before proceeding further.

1.6 Statutes, Business Formats and Good Practices

Barbro KAUFMANN was unable to attend for personal reasons, so Stefan WITTEW presented the report on statutes.

Christina VAUGHAN reminded attendees it was agreed that all national associations could vote and that no votes at today's AGM needed to be unanimous, so they didn't need to be contentious.

Stefan WITTEW, on behalf of Barbro KAUFMANN, followed up on last year's motion from SBF to review (and potentially modernise) the fifteen year old statutes. Stefan WITTEW summarised the problems of EEIG status and briefly touched on potential alternatives.

Christina VAUGHAN commented that the report on statutes was hard to follow and asked if it could be simplified. She suggested that CEPIC agree to review a potential change of legal entity, not an actual change. Christina VAUGHAN suggested a general agreement to look at this further. This was agreed.

Vote on Report of Activities

The vote for acceptance of the Report of Activities was unanimous.

2. CEPIC Financial Situation

Documents sent on 11 May 2010:

- Closing Accounts 2009
- Budget 2010

Dominique DELOUIS presented the finances. He thanked Peter REMMERSEN for his previous work on the books.

Vote on Accounts 2009 and Budget 2010

The vote to accept the 2009 accounts and the 2010 budget was unanimous.

Minutes drafted by Ruth Ritzema
06.07.2010



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