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INDUSTRY WELCOMES UPDATED CODE FOR THE PROTECTION OF COPYRIGHT MATERIAL

The Alliance for the Protection of Copyright (APC) has today published a newly updated Code of Practice to protect those involved in both the submission and receipt of proposals for film, television and radio. Industry bodies welcomed the revised Code which aims to encourage the free flow of ideas and ensure that written proposals (including formats, treatments, scripts, outlines, development documents, tender submissions, storylines, artwork and synopses) are treated in a fair and transparent manner. It also outlines dispute procedures for those who feel their copyright may have been infringed. The latest edition has been updated to include online and interactive content.

The APC Code of Practice was first launched in April 1999 and at the time was hailed as 'Ground Breaking'. Since then the Code has become recognised by all parties as a way of establishing best industry practice, and has even become referenced within the main broadcasters' own Code of Practice. The updated 2009 Code aims to protect and give confidence to those submitting proposals, provide practical guidelines and sets out the obligations of those both submitting and receiving them.

The current members of the APC (BECTU, Directors UK, Musicians' Union, The Society of Authors, National Union of Journalists, Women in Film and Television and Writers' Guild of Great Britain) with the support of the BBC, ITV, C4, Five, AETN UK (History, Bio and Crime & Investigation Network, Military History), the Radio Independents Group, S4C and Pact are seeking to encourage the use of the Code throughout the industry. It is anticipated that more digital broadcasters will join in supporting the Code in the future.

In a joint statement **Directors UK** and **WGGB** said: "*Creative ideas are the lifeblood of our Members' work. In a competitive marketplace the APC Code offers protection to the vital raw material on which our industry depends: new ideas. We encourage our Members and all creatives and commissioners to study and follow the guidelines in the new Code*"

Director of Legal Affairs at **Five**, Paul Chinnery said: “*At its heart the Code is a commitment to the fair treatment of those creating programme proposals together with protection for commissioning broadcasters from unwarranted claims of foul play. Adherence to its principles and procedures should avoid dispute so we can work together to make great content.*”

Director of Business Affairs at **Pact**, Andrew Chowns said: “*Competition for commissions is intense, so the Code is a vital part of the process, ensuring there is protection for everyone involved. The Code will give confidence to the industry and ensure we continue to generate innovative creative and high quality content.*”

- ENDS -

Editors notes:

- Participating organisations who support the APC Code:



- The Code is not intended to cover unformulated ideas or verbal submissions. It applies to any individual or company submitting a creative proposal, and to those who receive them.
- The new APC Code is available and can be downloaded from the websites of the supporting organisations e.g. www.directors.uk.com (from 20th August)

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