

SEEDS

Who we are

We are European and international Federations of the audiovisual creative community sharing the goal of fostering Audiovisual creation.

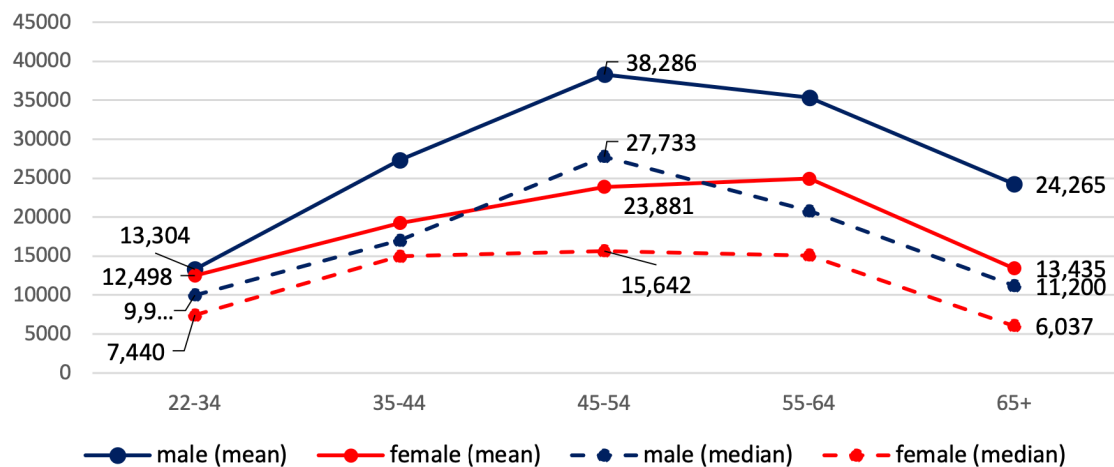
We do not work-for-hire like agricultural labourers: we don't just work the ground, we bring seeds, and we don't just plant those seeds, we take responsibility for tending them through to harvest.

We are not merely adding to the value chain, we author the value.

SILVER

Screen directors are the primary authors of EU audiovisual works. Currently the rights payments to EU screen directors comprise less than 10% of their career-peak earnings. Less than 10% of this:

Figure 51. Mean and median annual income from work as audiovisual author after tax in 2016 for directors (n=1206)



For this tiny sum, EU screen directors retain the Intellectual Property in the works they've authored. The value of their IP stays with them in the EU and continues to nurture future EU audiovisual culture. If the value of this IP is transferred to non-EU organisations, like US streaming platforms who have different cultural priorities, such as nurturing of EU audiovisual culture becomes more precarious – in the hands of tourists, not locals.

This IP is like the family silver: for the price of silver polish, directors not only make the silver shine brightly, they keep it in the family.