

Live Quarterly Meeting

Q4 - 11/12/2025

@ WeWantYou

On the agenda today

PART 1. PLENARY SESSION ON AI & AUTHOR RIGHTS

1. AI & Author rights – Steven De Keyser, CEO Sabam
2. Rights to claim – Christel Dequinnemaere, AV Accountmanager Sabam
3. Plenary discussion on the above
4. BCP & AI
 1. AI Charters & Clauses
 2. AI Budgetting Tool
 3. ARIA for BCP – Eli Sundermann
 4. Best Practices for working with AI from CPA (EPA)
 5. Quid "State of AI"?

PAUZE

PART 2. QUARTERLY MEETING CLUSTER PRODUCTION COMPANIES

AI & Author Rights

Steven De Keyser – CEO Sabam

Which Rights to Claim?

Christel Dequinnemaere - AV Accountmanager Sabam

SEE SEPARATE .PDF

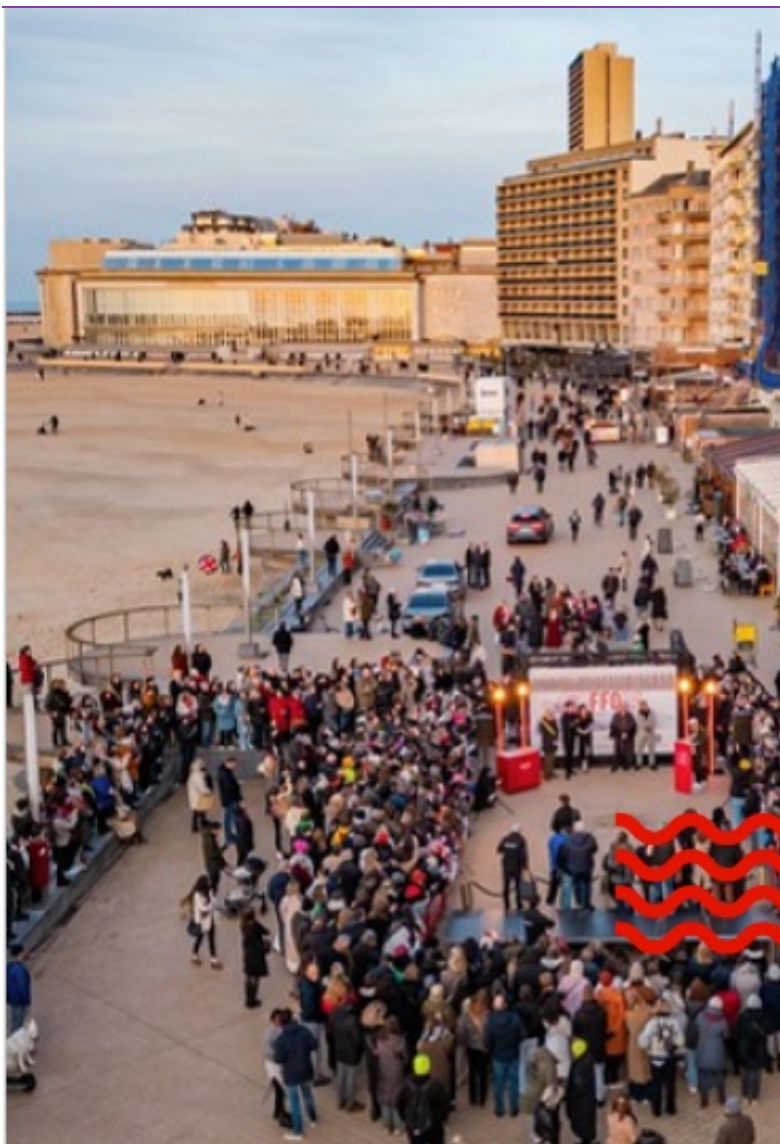


Meet the festival

FILMFESTIVAL OOSTENDE (FFO)



WWW.FILMFESTIVALOOSTENDE.BE



Over Sync Dag



Tijdens deze inspirerende **industriedag** duiken we diep in de wereld van synchronisatierechten en ontdekken we hoe muziek het verschil maakt in **audiovisuele creatie**

✓ **Wanneer**

Vrijdag 06/02/2026

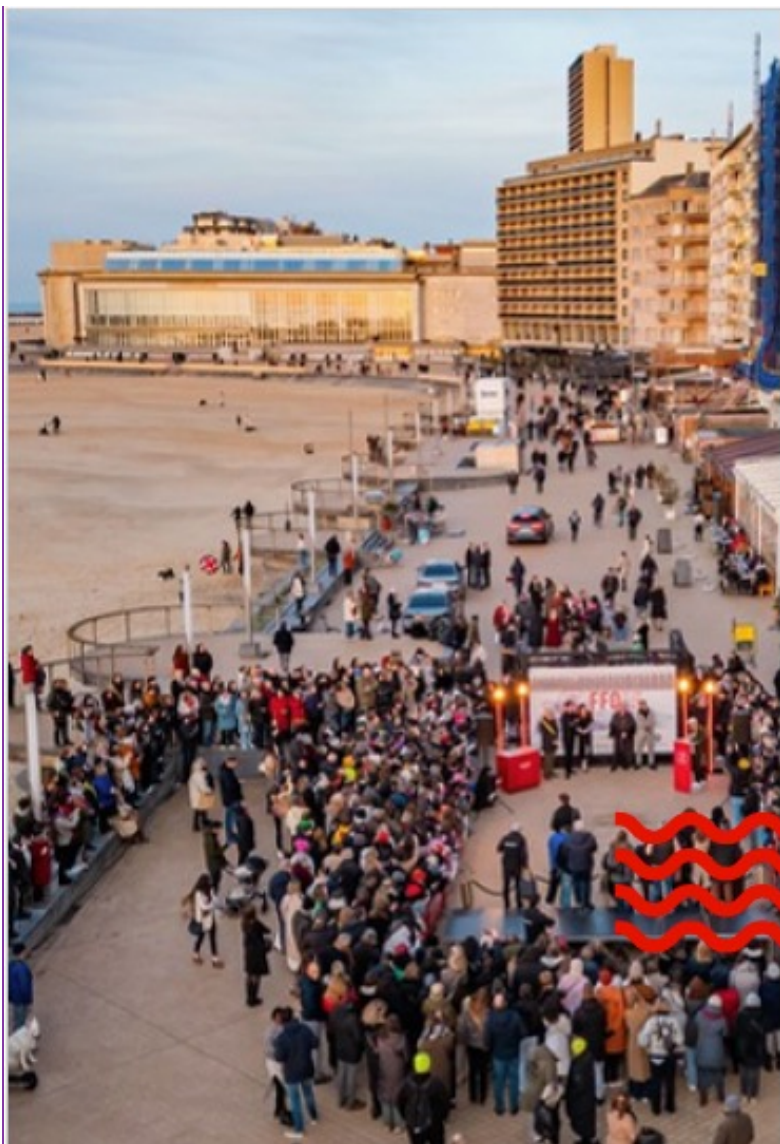
✓ **Locatie**

De Grote Post Oostende

✓ **Indeling Dag**

- Intro Video
- Keynote
- Panel "Wat Moet Het Kosten"
- Panel "Score Stories"
- Split Sessies
- **Speeddate: Producent x Componist**

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Speeddate Producent x Componist

een levendige **speeddate tussen producenten en componisten**, matchmaking met echte projecten én on-the-spot contractadvies door **Sabam**.

✓ **Wanneer**

Vrijdag 06/02/2026 om 16:00 u tot 17:00

✓ **Locatie**

De Grote Post Oostende

✓ **Mogelijkheden**

- Connecties met elkaar
- Projecten tot leven brengen
- Advies van Sabam
- Uitbreiden van netwerk

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Inschrijvingslink

Composers: <https://forms.gle/CWYj3XDw87utJj6b8>

Production Companies: <https://forms.gle/GmWR9mzjRjrN2Mis6>

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BCP & AI

What do we have & what is in development?

AI Charter

- BCP AI Charter:
 - Initiated by Cluster Production Companies
 - Endorsed by Cluster Soundstudios

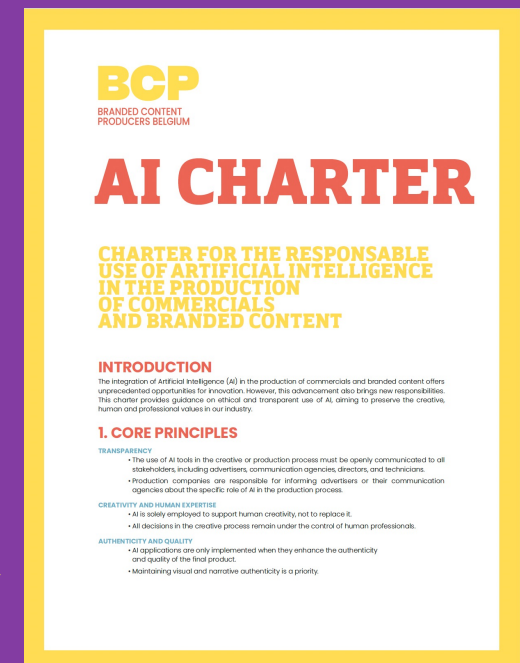
Proposal Soundstudios:

- Replace:

Voice Replacement: AI can be used to modify or replace actors' voices, such as for localized dubbing or assistive technologies. Its use must always involve explicit consent and appropriate compensation, especially if the voice is used after the actor is no longer available.

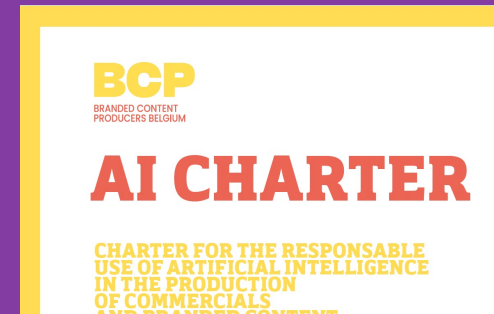
- By the following:

Voice Artists: AI can only be used for a specific project, with explicit prior authorisation by the voice artist. If the voice artist agrees, option 2 of the following link will be applied as a rule set and contract clause ([BELVA](#))



Charters & clauses

- BCP AI Charter:
 - Initiated by Cluster Production Companies
 - Endorsed by Cluster Soundstudios (please sign)
- Principles RvR on AI in Advertising:
 - They embrace transparency, call for respect of rights, ensure fair competition and compensation and call for transparent collaboration (points 3, 8, 10, 12).
- BELVA Contract Clauses for Voice Recordings
 - Should we also have a generic clause in our members' Purchase & Selling Terms?
- Should we turn to 1 law firm to gain experience in case of disputes (cfr question Maarten Verstraete – Greenhouse)? Quid MVVP?



INTRODUCTION

The integration of artificial intelligence (AI) in the production of commercials and unprecedented opportunities for innovation. However, this advancement also brings with it risks and challenges. This charter provides guidance on ethical and transparent use of AI, aiming to protect human and professional values in our industry.

1. CORE PRINCIPLES

- TRANSPARENCY**
- The use of AI tools in the creative or production process must be open to stakeholders, including advertisers, communication agencies, directors, and production companies are responsible for informing advertisers or agencies about the specific role of AI in the production process.
- CREATIVITY AND HUMAN EXPERTISE**
- AI is solely employed to support human creativity, not to replace it.
 - All decisions in the creative process remain under the control of human professionals.
- AUTHENTICITY AND QUALITY**
- AI applications are only implemented when they enhance the authenticity and quality of the final product.
 - Maintaining visual and narrative authenticity is a priority.

STEMOPNAMEN EN AI: STANDAARDCONTRACTSARTIKELS version: september 2024	ENREGISTREMENTS VOCAUX ET L'IA: CLAUSES TYPE version: septembre 2024	VOICE RECORDINGS AND AI: STANDARD CONTRACT CLAUSES version: September 2024
<p>Doeft en gebruik – Met de artikels hieronder kunnen stemopnamen het gebruik van hun stem voor de vermelding van bepaalde diensten. De artikels kunnen worden toegevoegd aan elk contract waarmee de stemopnamers hun rechten op de stemopname overdragen (bijv. in de algemene voorwaarden op hun website of in hun sublicentieovereenkomst). De medecontractant is aangehouden om "de verrijger". De artikels zijn opgesteld naar Belgisch recht. Er zijn twee opties:</p> <ol style="list-style-type: none"> 1. De stemopname zal niet worden gebruikt voor de stemopnames voor AI toestaan, onder strikte voorwaarden. Zie artikel 2 hieronder. 2. De stemopname zal worden gebruikt voor de stemopnames voor AI toestaan, onder strikte voorwaarden. Zie artikel 2 hieronder. <p>De artikels bevatten ook de mogelijkheid dat de stemopnamers de stemopname digitaal of mechanisch of anderszins openbaar te maken of te verspreiden of te verspreiden, met name via digitale of mechanische of anderszins openbare verspreiding, met name via Audible Magis, BMAT, Tunes, SoundCloud, etc. (de "verrijger"). De artikels zijn opgesteld naar Belgisch recht. Er zijn twee opties:</p>	<p>Objet et utilisation – Les articles ci-dessous permettent au prestataire de la voix enregistrée d'utiliser ou de réutiliser l'enregistrement de leur voix pour l'IA. Les articles peuvent être ajoutés à tout contrat par lequel les artistes transfèrent leurs droits sur les enregistrements vocaux (comme dans les conditions générales de leur facture ou comme dans leur contrat de travail). Le cocontractant est assésé de collaborer. Les articles sont conformes au droit belge. Deux options sont possibles :</p> <ol style="list-style-type: none"> 1. L'artiste de la voix enregistrée ne souhaite pas que les enregistrements vocaux soient utilisés de manière massive que ce soit pour l'IA. C'est l'option 1 ci-dessous. 2. L'artiste de la voix enregistrée souhaite autoriser une certaine utilisation des enregistrements vocaux pour l'IA, dans des conditions précises. C'est l'option 2 ci-dessous. <p>Les articles comprennent également la possibilité pour l'artiste de la voix enregistrée de partager numériquement les enregistrements afin de surveiller leur utilisation future et de respecter ses obligations d'utilisation abusive (watermarking ou fingerprinting, par exemple avec Audible Magis, BMAT, Tunes, SoundCloud, etc.). Les articles sont conformes au droit belge.</p>	<p>Purpose and use – The articles below allow voice artists to prohibit or restrict the use of their voice for AI. The articles can be added to any contract by which voice artists transfer their rights to the voice recordings (e.g. in the general terms and conditions on their invoice, or in their employment contract). The co-contractor is referred to as "the assignee". The articles are drafted according to Belgian law. There are two options:</p> <ol style="list-style-type: none"> 1. The voice artist does not want the voice recordings to be used for AI in any way. That is option 1 below. 2. The voice artist wants to allow certain use of voice recordings for AI, under strict conditions. That is option 2 below. <p>The articles also include the possibility that the voice artist would digitally mark the recordings to monitor their future use and track any misuse (watermarking or fingerprinting, e.g. with Audible Magis, BMAT, Tunes, SoundCloud, etc.). The articles are drafted according to Belgian law.</p>

12 AI in Advertising
Clear Principles

Acting Proactively, Responsibly and Ethically

BELVA
TIMELEX

Raad voor Reclame
Conseil de la Publicité

BCP AI Budgeting Tool

An exhaustive list of components

AI Budget Components

- What is it?:
 - A checklist of all production and rights components for AI usage in AV productions
- Why do we need this?:
 - To counterbalance myths that AI is cheap & easy & free for all
- What do we expect from all BCP members?
 - To promote and use the same elements & wordings of the AI Budget sheet when asked to implement AI
 - To educate the market (agencies & advertisers) both in understanding terminology and costs involved

BCP

AI PRODUCTION BUDGET COMPONENTS

We are providing MAAT (AI in tv) connections per minute
Price of AI, should (production) not included
Implementation of AI, cost of software not taken in account
No open files are delivered

TECH PHASE	
Treatment + moodboards	
PRODUCTION COST - OVERHEAD	
Directors fee - creative/director/conceptualisation...	Project
Production fee	Project
Post production - follow up	Project
AI equipment - follow up: technical + legal	Project
PRE-PRODUCTION	
Meeting - startup	hour
Moodboard (by director) Prompted in AI	Day
General look and feel, casting, locations, styling...	
AI content development	Day
Storyboarding of prompted images in AI - stills, animation, test renders in format and style of AI generated images + back on training) assets	Day
Licensed AI hardware/software rentals per day	Day
Deliverables in Moving storyboard/unmoved storyboard or stills	Forfait
Online Meeting - storyboard look	Day
PRODUCTION	
AI stills	Day
Rendering per shot, based on briefing of director (in general) Image per day (in general)	Day
Licensed AI hardware/software rentals per day	Day
Cloud rendering	Day
Credits for image generating	Credit
Cloud storage	hour
Credits for image generating	Credit
Deliverables in Moving storyboard/unmoved storyboard or stills	Forfait
Online Meeting Production look	Day

BCP

IMAGE POST PRODUCTION

Editing	Day
AI - assisted editing - auto roughcut, speech-to-text	Day
AI AI/ML - image to video	
Control AI/ML AI-compositing + generative AI VFX	Day
Modification to remove errors in AI (prompting images / generating / preparing / erasing results...)	
Control AI/ML AI-compositing	Day
Licensed AI hardware/software rentals per day	Day
Cloud rendering	Day
Credits for image generating	Credit
Control	hour
Creating Motion Design Assets	hour
Creating Translates	Forfait
Graphics Prep	hour
Online Editor - VFX + compositing	Day
Control AI/ML AI-compositing	Day
Intermediate Compositors Taf	Forfait
Project Bonus (10%)	Forfait
SOUND POST PRODUCTION	
VO Casting	hour
VO Booking	hour
Voice Over / Dubbing - Translation, 1 media usage	hour
Voice Over Clean	hour
AI voice cloning - text-to-speech - creation	hour
Sound studio - for soundstage, Recording Mix	hour
AI generated music / soundstage - creation	hour
AI generated music - dubbing, AI voice-over	hour
Licensed AI hardware/software rentals	Day
Audio Backup, Mastering	Forfait
Online Meeting Production look	Day
RIGHTS & DELIVERABLES	
Buyout AI stills - including in-use and usage license	license + not-for-resale
Actual cost buyouts	license + not-for-resale
Digital Bookend / Feature	license + not-for-resale
AI generated music / soundstage - output + training datasets	license + not-for-resale
AI voice cloning - text-to-speech	license + not-for-resale
DELIVERABLES	
Final Delivery / version / conversion type	Delivery
Master Delivery (optional)	Delivery
Final Deliverables	Delivery
Multi-language versions - subtitles, AI voice-overs	Delivery

Best Practices from EPA

For working with AI, as presented at Ciclope, Berlin

WHAT IF THE PROJECT IS CARRIED OUT USING AI?

The world of production is changing: AI is increasingly being used in processes, to the point where, in some cases, it has become the very heart of them. There are no official rules on this yet, but CPA recommends the following best practices, courtesy of **Blackball** and developed by **Federico Salvi**

01
02
03
04

ONLY USE APPROVED
AND SECURE TOOLS

PROTECT SENSITIVE
DATA AND MATERIAL

WORK LOCALLY WHEN
REQUESTED BY THE
CLIENT

REQUEST CONSENT FOR
DIGITAL REPLICAS
(IMAGE/VOICE OF
ACTORS, SPEAKERS,
MUSICIANS, ETC.). KEEP
THE CHAIN OF RIGHTS

05
06
07
08

BE CAREFUL WITH
PROMPTS: AVOID
REFERENCES TO
PROTECTED MATERIAL
OR PUBLIC FIGURES
WITHOUT RELEASES

KEEP TRACK OF WORK
(LOGS AND WORKFLOW
DOCUMENTATION)

MAINTAIN HUMAN
CONTROL OVER
INFORMATION, TONE
AND ETHICS

BE TRANSPARENT:
CLEARLY LABEL PARTS
GENERATED/ALTERED
WITH AI (WARNINGS OR
WATERMARKS)





09
10
11
12

**AVOID MISLEADING
CONTENT OR
DEEPPAKES**

**CHECK AND MITIGATE
BIASES (STEREOTYPES,
INCLUSION, FAIRNESS)**

**RESPECT
PROFESSIONAL ROLES
AND UNION
CONTRACTS: AI AS A
SUPPORT, NOT A
SUBSTITUTE**

**SAFEGUARD PRIVACY,
SECURITY AND THE
ENVIRONMENT**

13
14
15
16

**SHARE POSSIBLE
WORKFLOWS (ONLINE
OR LOCAL) AND
RELATED DIFFERENCES
WITH THE CUSTOMER**

**KEEP UP TO DATE WITH
REGULATORY AND
TECHNOLOGICAL
DEVELOPMENTS
(COURSES,
COMMUNITIES, TERMS
OF USE)**

**INTELLECTUAL
PROPERTY: THE
CREATOR OF THE AI
CONTENT IS THE OWNER
AND MAY GRANT
LICENCES**

**REWORK: WE CONSIDER
THAT EACH
GENERATION INCLUDES
A MAXIMUM OF TWO
REWORKS, UNLESS
OTHERWISE SPECIFIED**

EPA launches AI Taskforce

Led by Karim Bertoletti & Frederico Salvi

Who wants to join as BCP representative AI Taskforce?

ARIA for BCP?

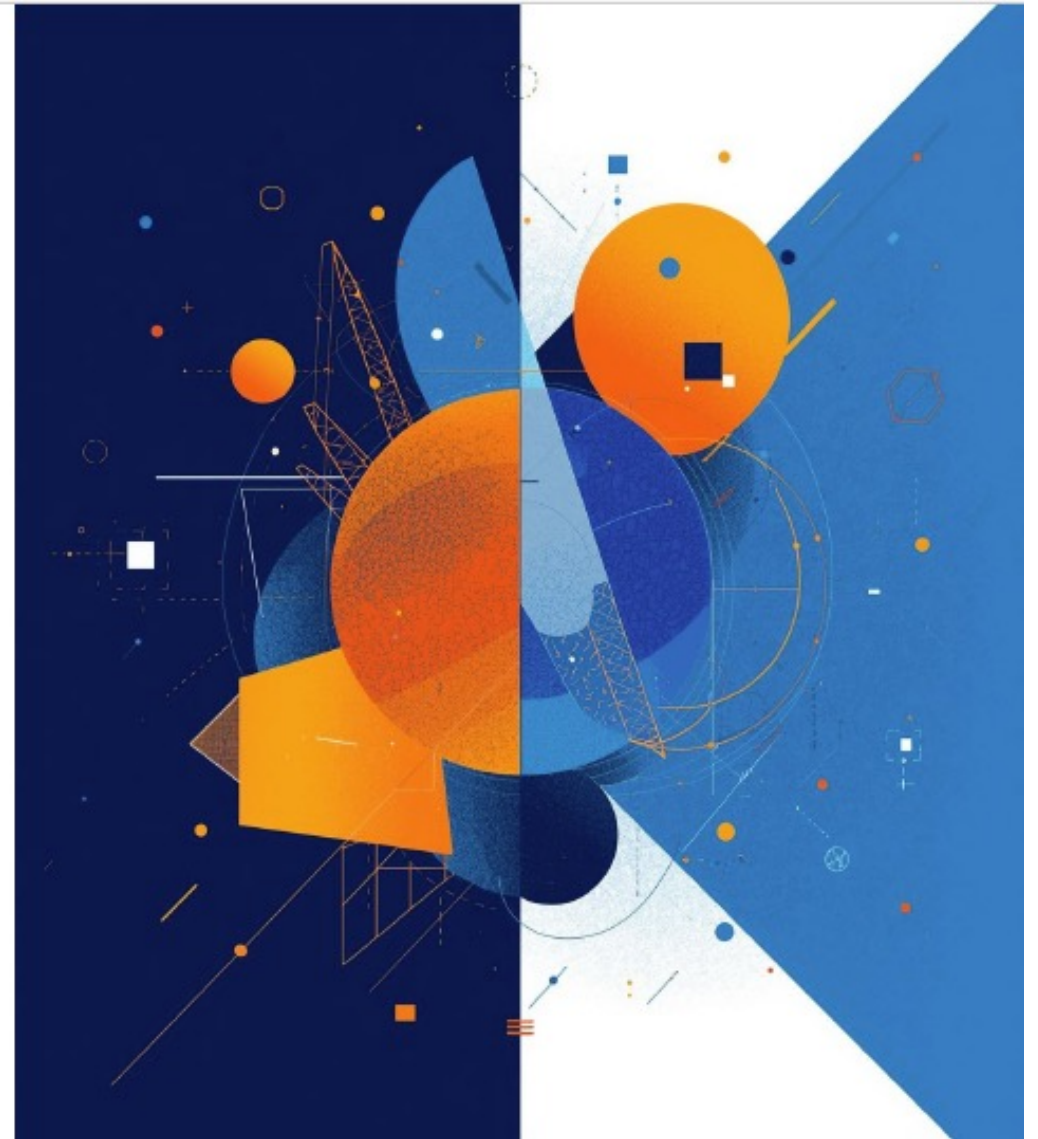
Protection against AI manipulation and perhaps much more

ARIA

Automated Rights Intelligence Architecture

Fairness, Protection, Transparency

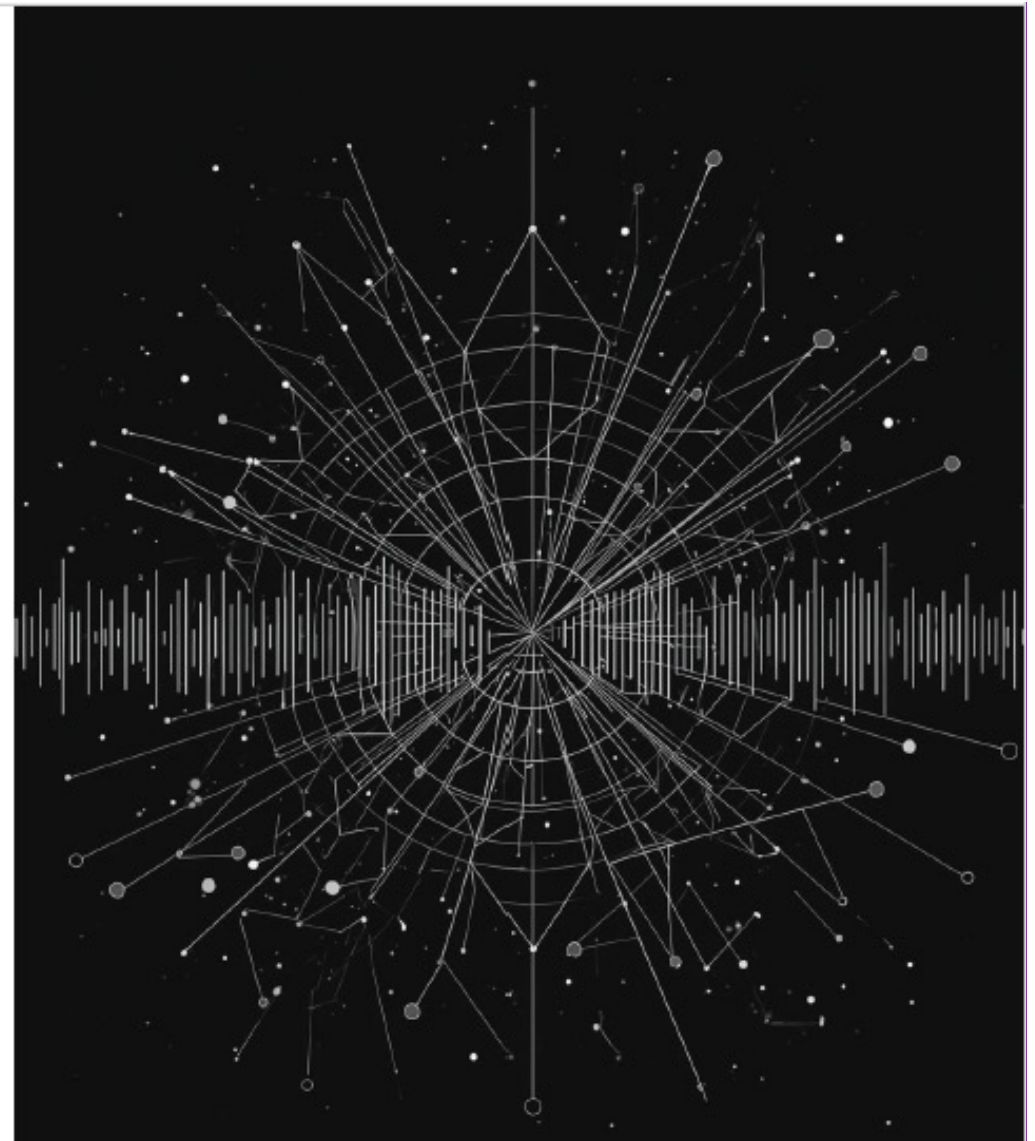
Presented by Loïc Thaler & Eli Sundermann



The Fragmented Ecosystem

Identifying critical challenges in the
audio industry landscape today

- **No reliable protection against AI manipulation** or cloning of audio files.
- **No unified contributor metadata** across music, advertising, or audiovisual production.
- **CMOs depend on slow**, manual, error-prone submissions.
- **Broadcasters lack verifiable logs**; advertisers lack verifiable ROI.
- **Rights holders lose income** due to incomplete or incorrect data.
- **No central authority** to verify AI use in creative production.



One Integrated Ecosystem

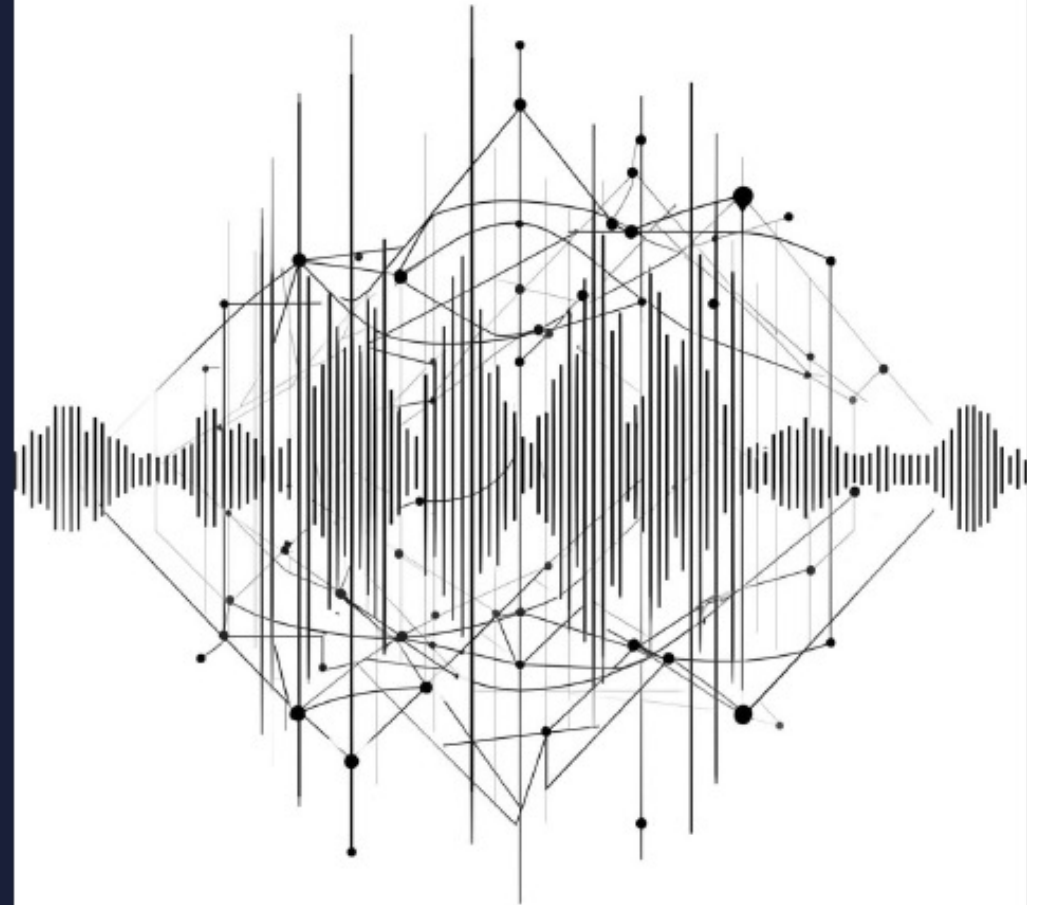
ARIA provides a seamless end-to-end workflow that connects artists, studios, CMOs, and broadcasters, ensuring efficient audio management through automated processes and verifiable data integrity for all stakeholders in the audio ecosystem.



Secure at Source

The first software in Europe to protect audio from AI manipulation

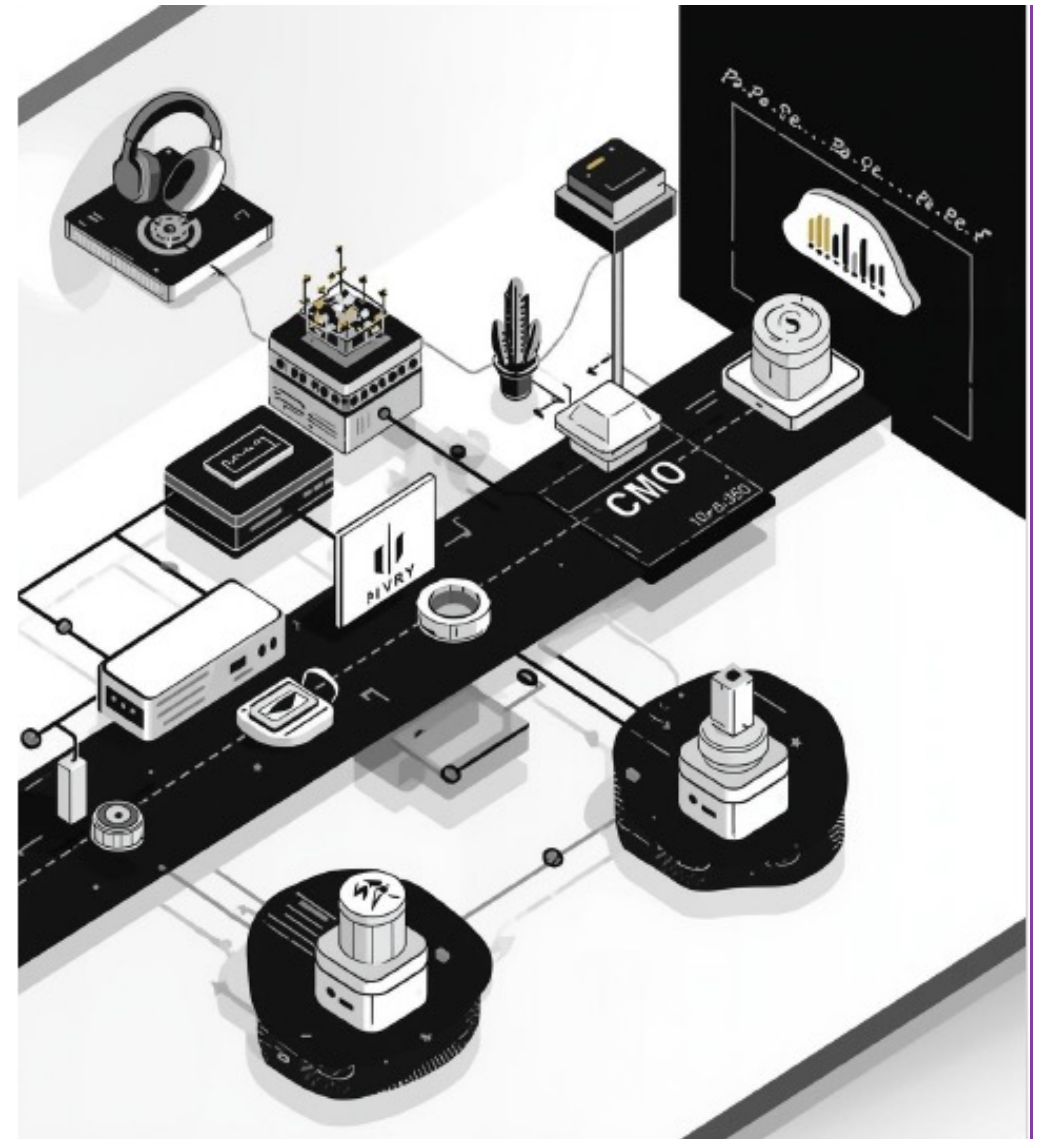
- **Protects** music, advertising, sound design, and Voice-over recordings
- Utilizes forensic **watermarking**, structural audio **hashing**, **fingerprinting**, and **data poisoning**
- **Automatically links all contributors** to each project
- Contributors can **enrich recordings** with key metadata
- Creates a single, tamper-proof **digital passport**



Automated Rights Delivery

Streamlining rights distribution with validated metadata for industry leaders

- ARIA sends **validated metadata directly to CMOs**
- **Eliminates manual** submission workflows
- Ensures faster, cleaner and **more accurate rights distribution**
- **Optional AI-use verification flags** generative content for authors' societies
- Establishing ARIA as the trusted compliance & attribution layer in the sector





Real-Time Insights

Using fingerprint technology for accurate broadcast tracking and ROI analysis

- Easy fingerprinting at the **source**.
- Live **tracking** across all media channels
- Transparent contribution **oversight**
- **Exportable** views and visuals for **brands**
- Automated **royalty declaration** and pay-out
- **Direct** contract term **verification**
- Let artists be paid for **actual** usage

From *“It might still be on air
somewhere, we don’t know”*

To *“Here is every play, every
channel, every euro accounted for.”*

What we need now?

What we need to turn this into the standard

- **Artists:** demanding AI-protection in every recording
- **Studios:** Broad early adoption and workflow implementation
- **CMO's:** API integration for automatic submissions
- **Data agencies:** file sharing for easy tracking access
- **Broadcasters:** unified API file delivery through ARIA

Make AI work for artists





Let's get to work

Email

hello@aria-studio.com

Phone Number

+32 477 18 27 30

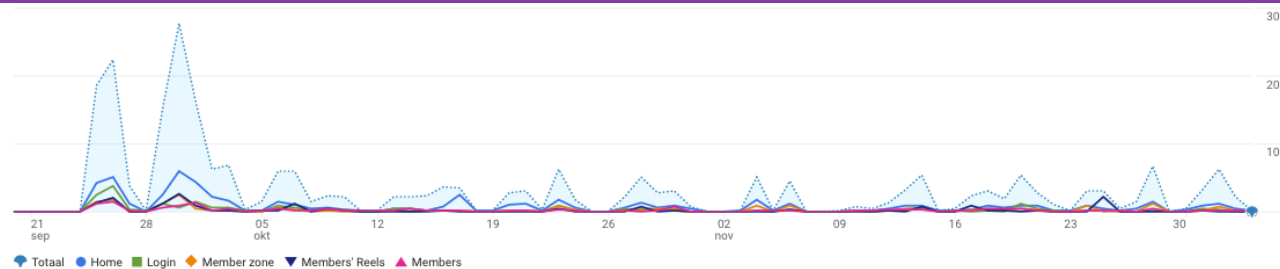
+32 491 23 99 41

Website

www.aria-studio.com

**Some more things
before the break:**

Traffic to our new BCP website:



Rijen tonen Rijen per pagina: 10 Ga naar: 1 < 1-10 van 88 >

<input type="checkbox"/>	Paginatitel en schermklasse +	↓ Weergaven	Actieve gebruikers	Weergaven per actieve gebruiker	Gemiddelde engagementduur per actieve gebruiker	Aantal gebeurtenissen Alle gebeurtenissen	Belangrijke gebeurtenissen Alle gebeurtenissen
<input checked="" type="checkbox"/>	Totaal	2.425 100% van totaal	252 100% van totaal	9,62 Gem. 0%	3m 11s Gem. 0%	6.894 100% van totaal	0,00
<input checked="" type="checkbox"/>	1 Home	601 (24,78%)	212 (84,13%)	2,83	45 s	2.103 (30,5%)	0,00 (-)
<input checked="" type="checkbox"/>	2 Login	218 (8,99%)	100 (39,68%)	2,18	25 s	603 (8,75%)	0,00 (-)
<input checked="" type="checkbox"/>	3 Member zone	196 (8,08%)	34 (13,49%)	5,76	2m 38s	549 (7,96%)	0,00 (-)
<input checked="" type="checkbox"/>	4 Members' Reels	163 (6,72%)	40 (15,87%)	4,08	1m 14s	262 (3,8%)	0,00 (-)
<input checked="" type="checkbox"/>	5 Members	153 (6,31%)	90 (35,71%)	1,70	51 s	443 (6,43%)	0,00 (-)
<input type="checkbox"/>	6 Production guide	103 (4,25%)	66 (26,19%)	1,56	47 s	240 (3,48%)	0,00 (-)
<input type="checkbox"/>	7 Directors Pages	83 (3,42%)	26 (10,32%)	3,19	1m 04s	338 (4,9%)	0,00 (-)
<input type="checkbox"/>	8 BCP	82 (3,38%)	33 (13,1%)	2,48	12 s	235 (3,41%)	0,00 (-)
<input type="checkbox"/>	9 Tools & services	70 (2,89%)	43 (17,06%)	1,63	18 s	190 (2,76%)	0,00 (-)
<input type="checkbox"/>	10 Partner benefits	51 (2,1%)	17 (6,75%)	3,00	1m 22s	126 (1,83%)	0,00 (-)

What about a Members of-signature?

MEMBER
OF **BCP** UNITING & CONNECTING
BRANDED CONTENT PRODUCERS IN BELGIUM

MEMBER OF **BCP** UNITING & CONNECTING
BRANDED CONTENT PRODUCERS IN BELGIUM

Any Topics for next BCP ONLINE?

BCP BRANDED CONTENT PRODUCERS BELGIUM **ONLINE**

Lights, camera, soundcheck, action! Each month, BCP brings all parties in the audio-visual production sector the latest news, events and opportunities.

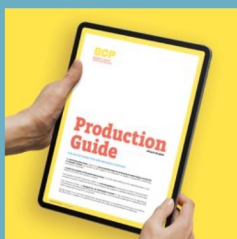


NEW

NEW BRIEFING FORM SOUNDSTUDIOS

BCP's Cluster Soundstudios presents an online standardized Briefing Form for audio productions. It was developed as an easy template in which all aspects of an audio-production are being covered. The purpose is for agencies and advertisers to fill in the template; assure nothing is overlooked and forward the Briefing Form to max three soundstudios.

[VISIT BCPBELGIUM.BE](http://BCPBELGIUM.BE) →



UPDATE PRODUCTION GUIDE NOW AVAILABLE

The BCP Production Guide was recently updated including some interesting clauses from the audioproduction companies and an extension on the Chapter Rights & Ownership, including Collective rights and Author's and Performer's Rights.

[READ THE PRODUCTION GUIDE](#)

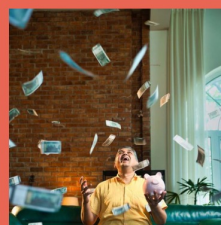


NEW

NEW BCP MEMBER: STUDIO 43

Studio 43 decided to join the recently created Cluster Soundstudios as its' 8th member. They are specialized in the production of radio commercials, sound for television commercials and digital media, voice-overs for films/series, documentaries. Their experience in voice production, casting, music composition and sound design as well as their sound engineers and infrastructure can accommodate any request, from pre- to post-production.

[MORE ABOUT STUDIO 43](#)



EXCLUSIVE INSURANCE OFFER FOR BCP MEMBERS

BCOH is the undisputed leader in production and event insurance and as such a loyal partner to the BCP production companies. Recently, the offer had been finetuned and the minimum premium has been reduced from €750 to €552. Moreover, BCP members receive an extra rebate of 10% if they draw up a policy online.

[MORE INFO HERE](#)

QUESTIONS?

We are always available to answer any questions you may have and provide any assistance needed. You can reach us by:



Thanks & see you!