

# 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

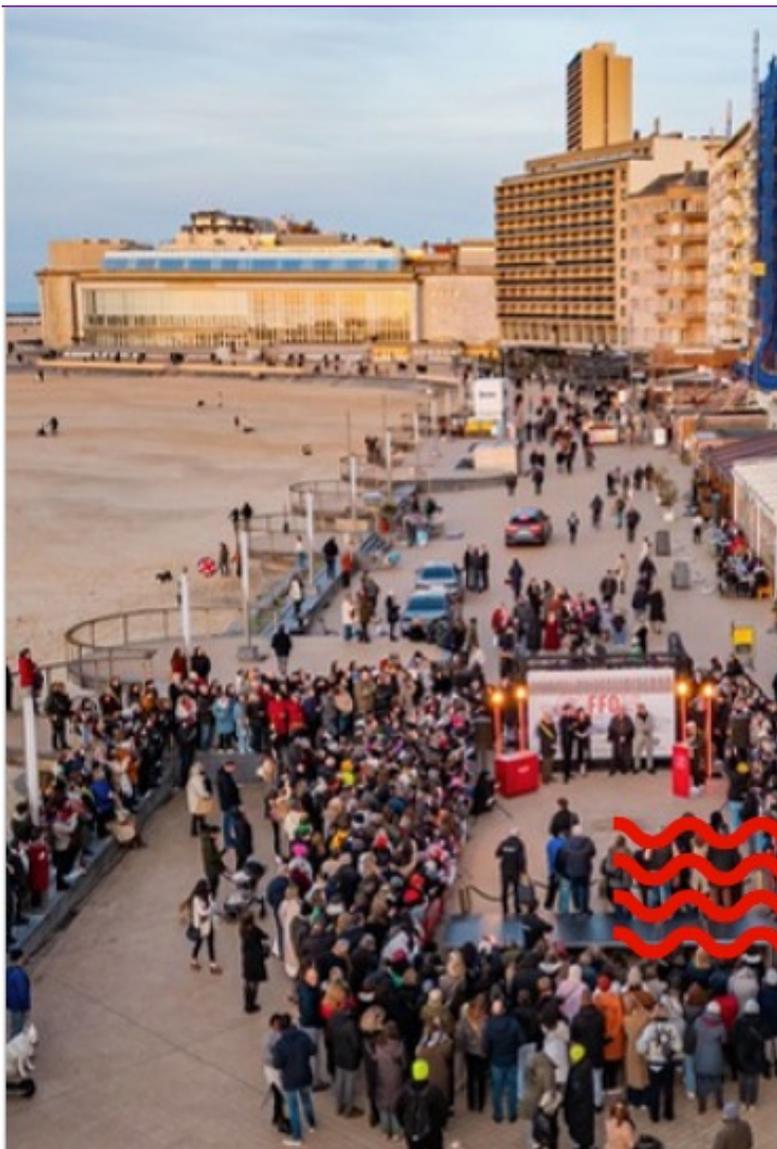


Meet the festival

# FILMFESTIVAL OOSTENDE (FFO)



[WWW.FILMFESTIVALOOSTENDE.BE](http://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**

[WWW.FILMFESTIVALOOSTENDE.BE](http://WWW.FILMFESTIVALOOSTENDE.BE)



# 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

[WWW.FILMFESTIVALOOSTENDE.BE](http://WWW.FILMFESTIVALOOSTENDE.BE)



**Inschrijvingslink**

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

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

**WWW.FILMFESTIVALOOSTENDE.BE**



# BCP & AI

What do we have & what is in development?

# AI Charter

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

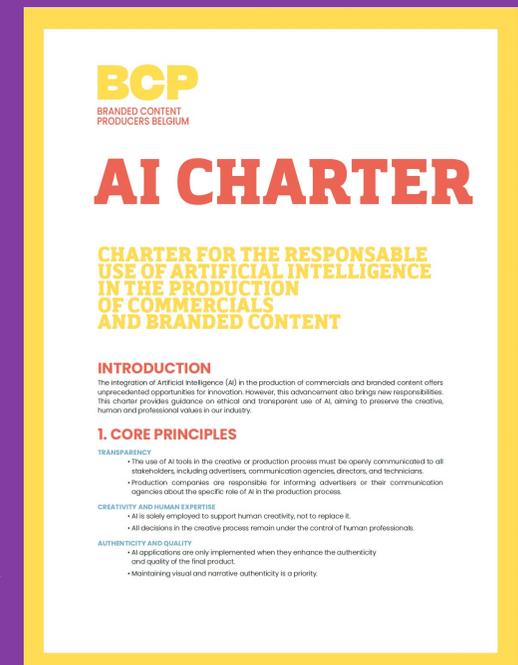
## Proposal Soundstudios:

- 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](#))





# 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 (Media) (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	
Director's 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 Render and final use of AI generated images + back on training) assets	Day
Licensed AI hardware/software rentals per day	Day
Deliverables in Moving storyboard/unreleased storyboard or stills	Forfait
Online Meeting - storyboard look	Day
PRODUCTION	
AI stills	Day
Rendering per shot, based on briefing of director (in general) images per day (in camera)	Day
Licensed AI hardware/software rentals per day	Day
Cloud rendering	Day
Credits for image generating	Credit
Cloud storage	Day
Credits for image generating	Credit
Deliverables in Moving storyboard/unreleased 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 / output, etc.)	Day
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 Control Resolves	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 - 1 bedversion, 1 media usage	hour
Voice Over Clean	hour
AI voice cloning - text-to-speech - clean	hour
Sound studio - for soundstage, Recording Mix	hour
AI generated music / soundstage - creation	hour
AI (prompting) versions - subtitles, AI voice-overs	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	licences + notariële btw
Actual cost buyouts	licences + notariële btw
Digital Bookend / Feature	licences + notariële btw
AI generated music / soundstage - output + training datasets	licences + notariële btw
AI voice cloning - text-to-speech	licences + notariële btw
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?

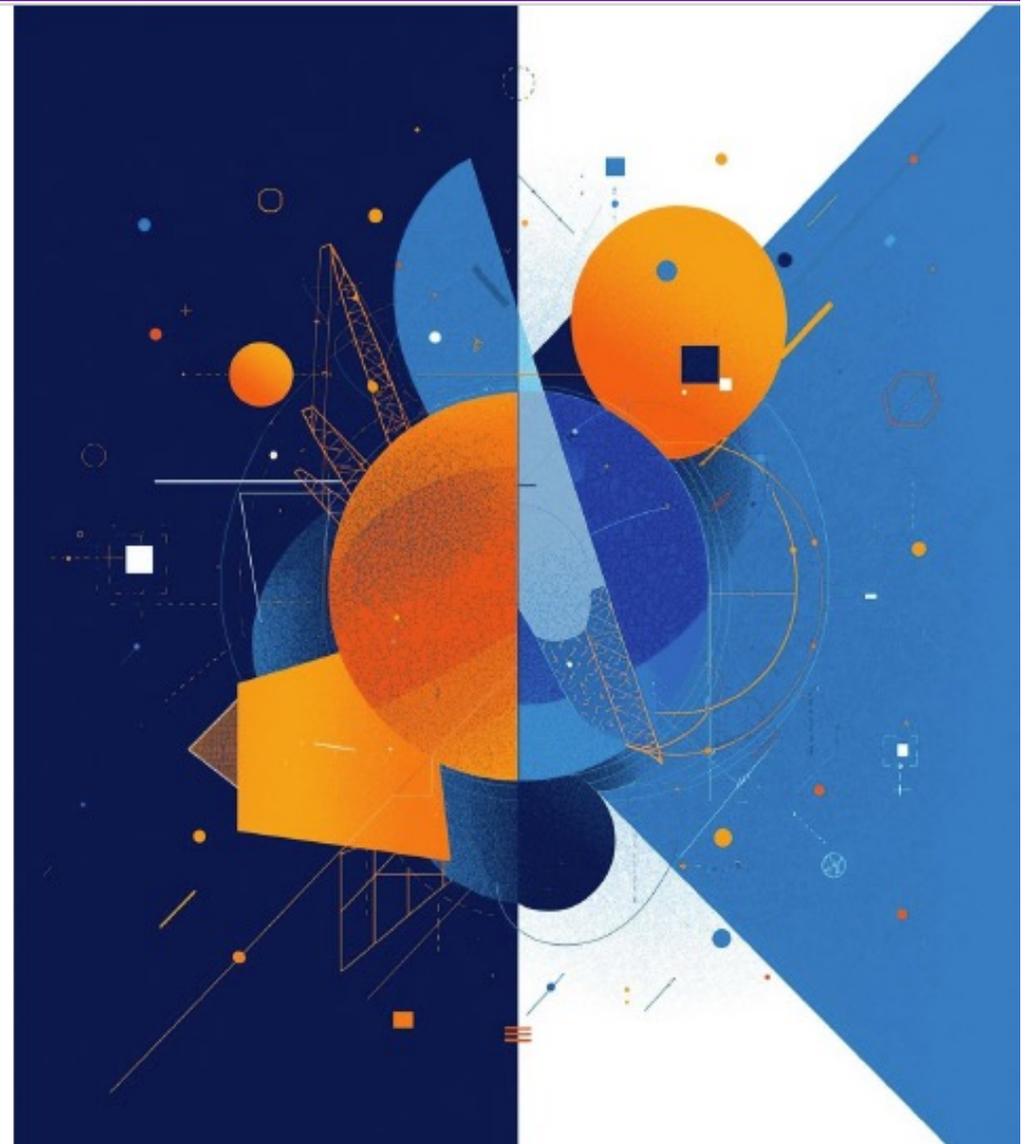
Protection against AI manipulation and perhaps much more

# ARIA

# Automated Rights Intelligence Architecture

Fairness, Protection, Transparency

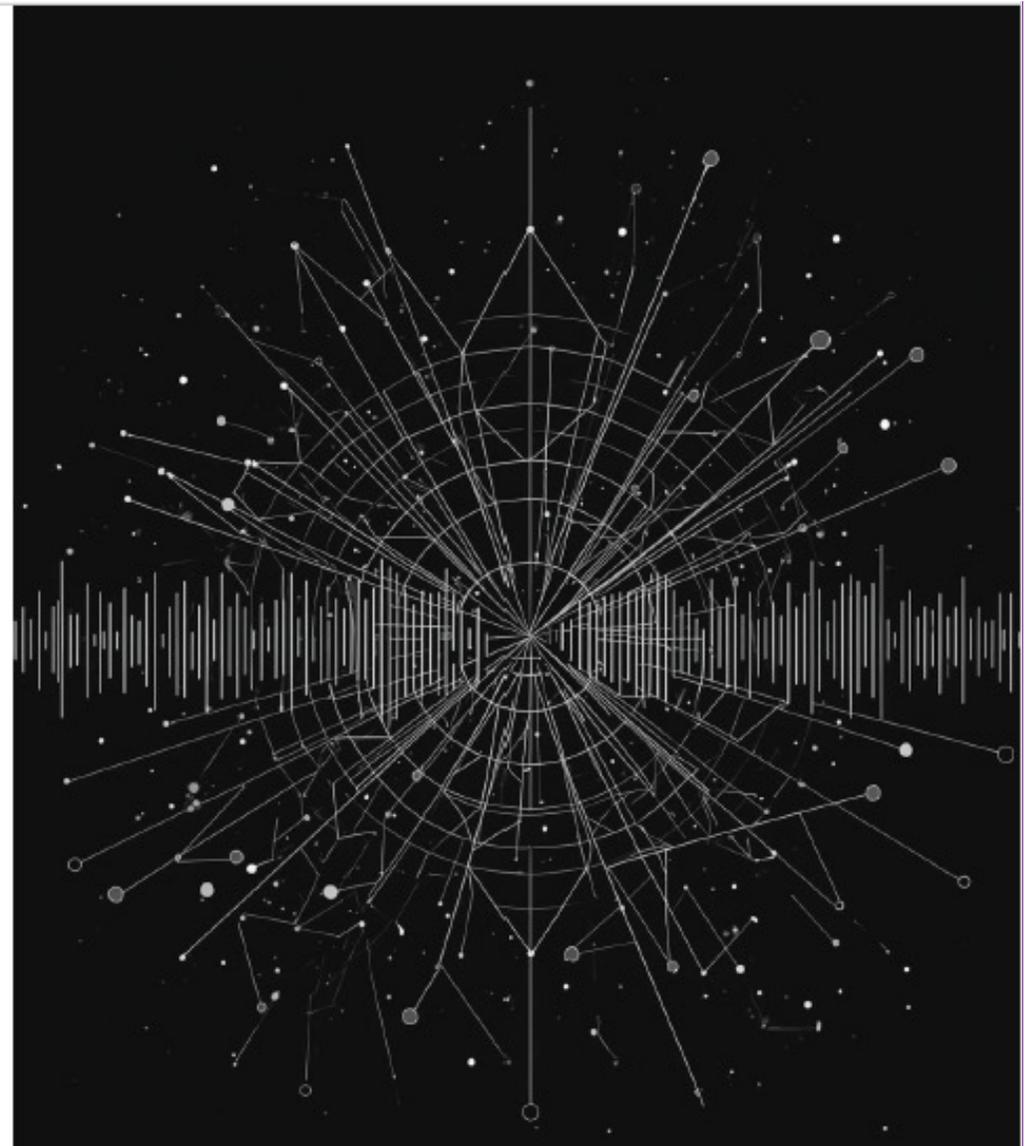
Presented by Loïc Thaler & Eli Sundermann



# 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

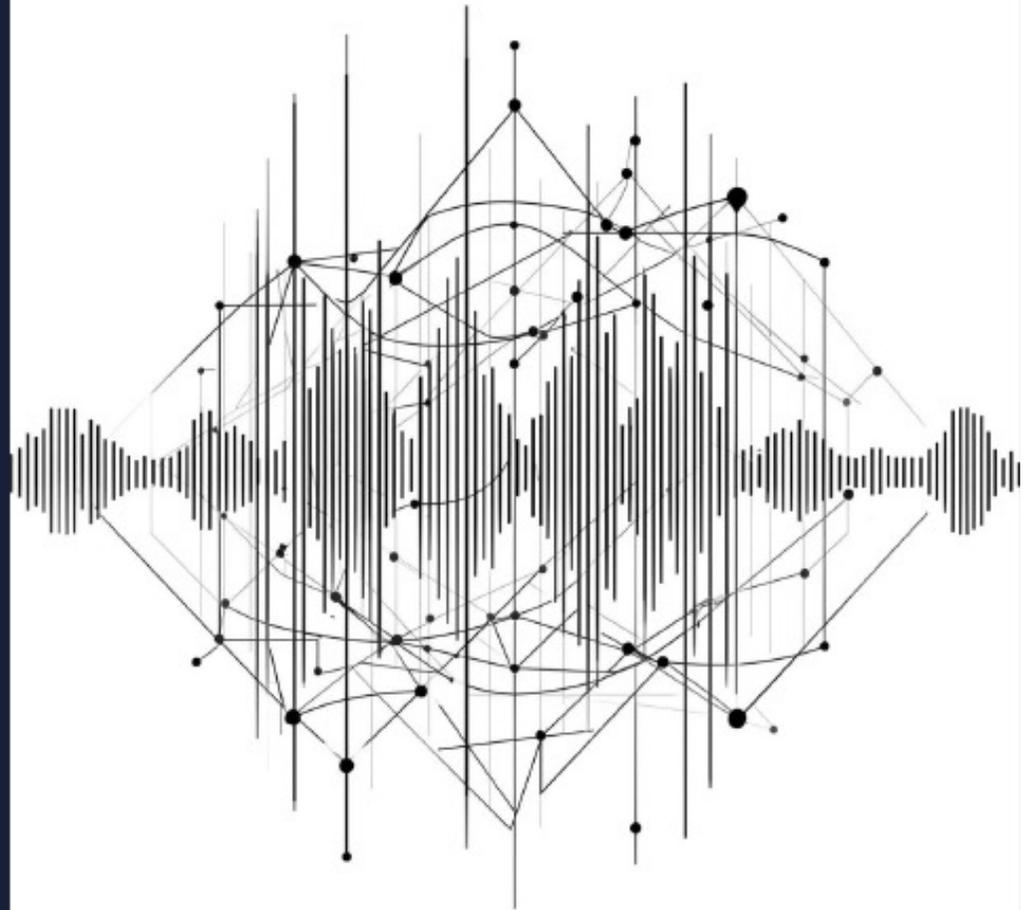
**ARIA** provides a seamless end-to-end workflow that connects artists, studios, CMOs, and broadcasters, ensuring efficient audio management through automated processes and verifiable data integrity for all stakeholders in the audio ecosystem.



# Secure at Source

The first software in Europe to protect audio from AI manipulation

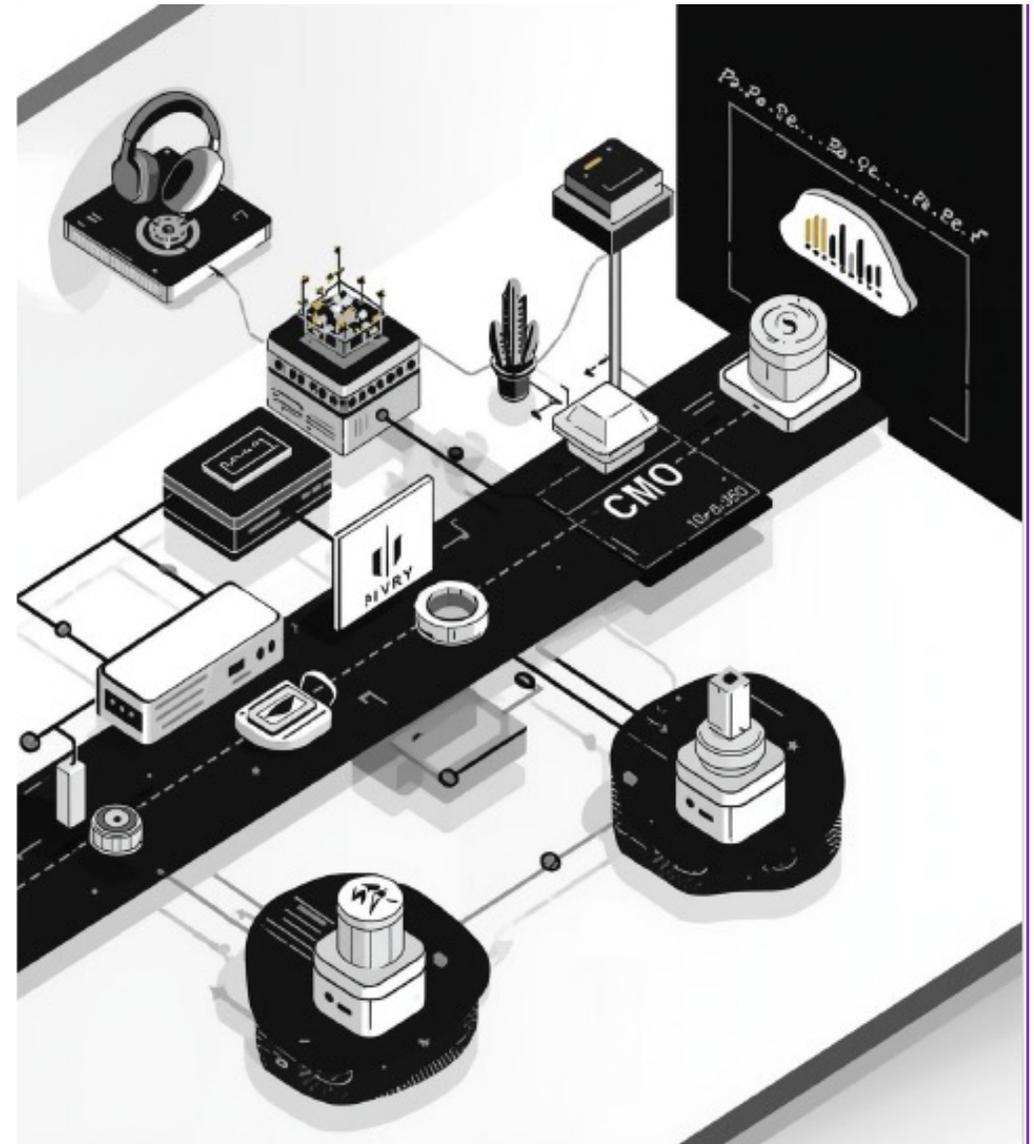
- **Protects** music, advertising, sound design, and Voice-over recordings
- Utilizes forensic **watermarking**, structural audio **hashing**, **fingerprinting**, and **data poisoning**
- **Automatically links all contributors** to each project
- Contributors can **enrich recordings** with key metadata
- 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.”

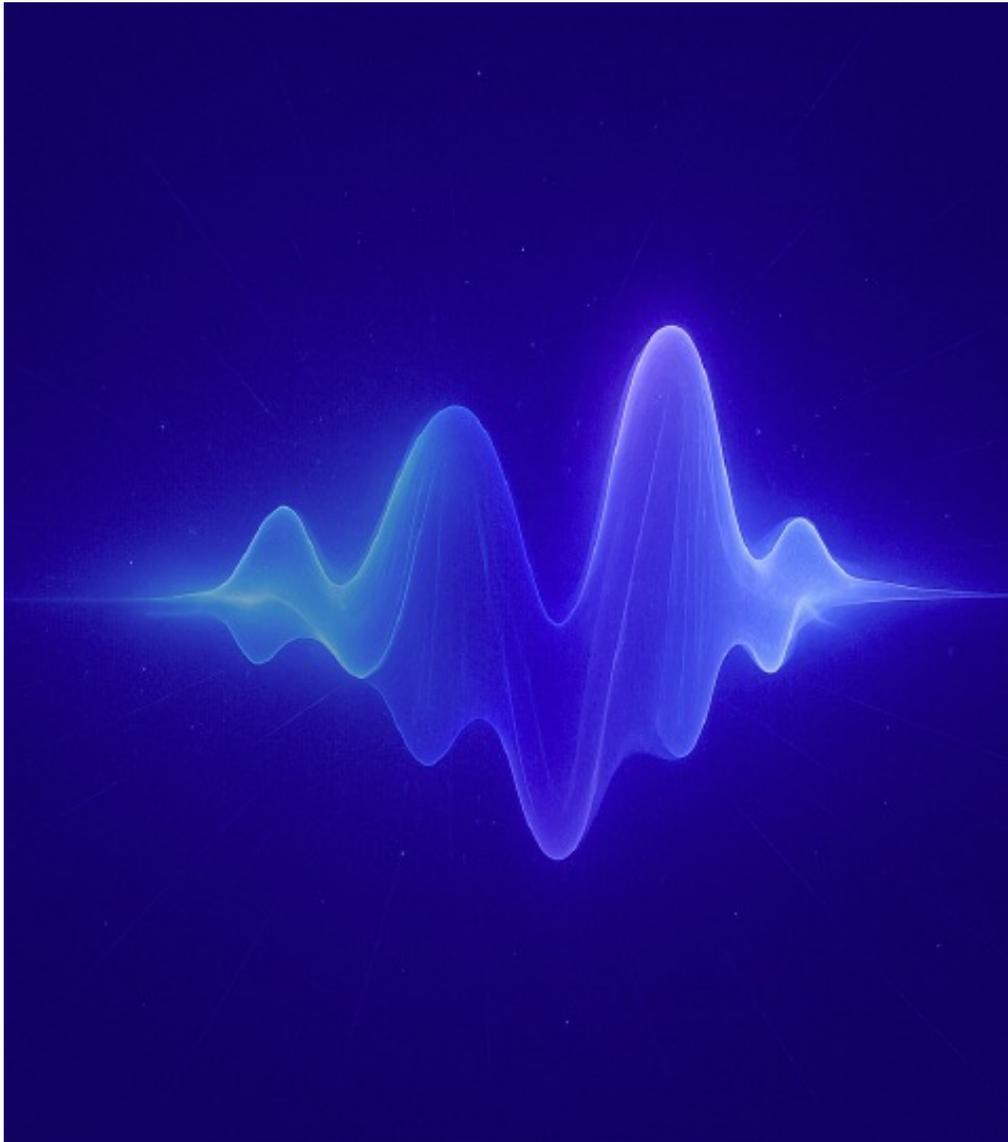
# What we need now?

## 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](mailto:hello@aria-studio.com)

**Phone Number**

+32 477 18 27 30

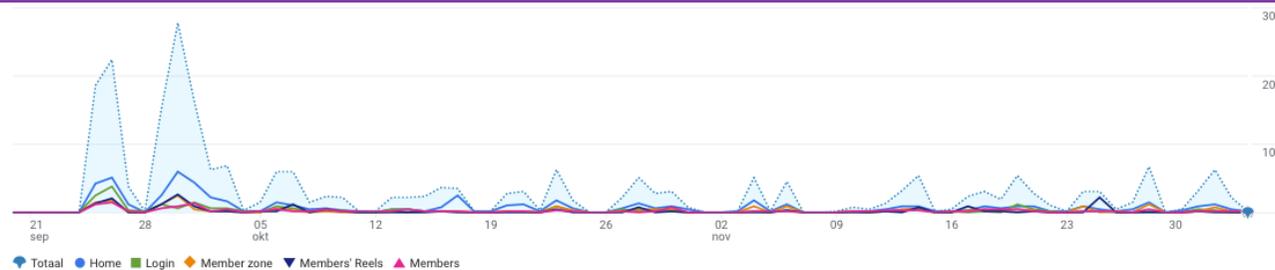
+32 491 23 99 41

**Website**

[www.aria-studio.com](http://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.

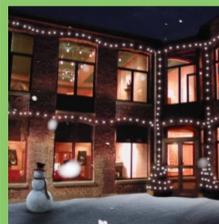
[VISIT BCPBELGIUM.BE](http://BCPBELGIUM.BE) →



### **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:



# On the agenda today

## PART 2. QUARTERLY MEETING CLUSTER PRODUCTION COMPANIES

1. Board Update
2. Budget Update '25 & Forecast '26
3. Be-Friended Targets
  1. Agencies
  2. Schools & Students
  3. Soundstudios
  4. Directors
4. Update European Producers Association
5. Survey Payroll Services Freelancers
6. Planning Next Meetings

# 1. Board update

- Dimitri De Wolf announced the end of his term as Board member
- Ruben & Efro made their Board-positions available
- We asked all members the following questions:
  - Do you opt for a gradual or radical Board renewal?: majority opted for gradual
  - Are you willing to take on a Board position? two candidates: Emeline & Lies
- Lies was elected with a majority of the votes / members
- Today, we confirm Lies as new Board member as of January



**Thank you, Dimitri !!!**

# 2.1. Budget Update '25

<b>BCP IN/OUT REPORT</b>						
<b>2025</b>						
<b>REVENUE</b>						<b>End of Year</b>
<i>Category</i>	<i>Description</i>	<i>Notes</i>	<i>Quantity</i>	<i>Price Per Unit</i>	<i>Total</i>	
Membership Fee 2025	Production Companies		15	€2.000,00	€30.000,00	
Membership Fee 2025	Production Companies		1	€500,00	€500,00	
Membership Fee 2025	Sound Studios		6	€750,00	€4.500,00	
Membership Fee 2025	Sound Studios		2	€500,00	€833,00	
<b>Partners (Cash)</b>						
AMPLO			1	€3.000,00	€3.000,00	
BCOH			1	€2.950,00	€2.950,00	
CQN			1	€1.450,00	€1.450,00	
Lites			1	€4.950,00	€4.950,00	
We Want You			1	€1.450,00	€1.450,00	
Lucky TV			1	€1.450,00	€1.450,00	
Miracam			1	€2.950,00	€2.950,00	
TRM Media Group			1	€1.450,00	€1.450,00	
<b>Income total</b>						<b>€55.483,00</b>
<b>EXPENSES</b>						<b>End of Year</b>
<i>Category</i>	<i>Description</i>	<i>Notes</i>	<i>Quantity</i>	<i>Price Per Unit</i>	<i>Total</i>	
Coordinator JV Company - Johan Vandepoel		jan-feb-mar-april	4	€1.835,00	€7.340,00	
Coordinator JV Company - Johan Vandepoel		mei-juni-juli-aug	4	€3.500,00	€14.000,00	
Coordinator JV Company - Johan Vandepoel		sept-okt-nov-dec	4	€4.200,00	€16.800,00	
EPA - Membership 2025			1	€2.000,00	€2.000,00	
Accountancy - Fiskodata			12	€110,00	€1.320,00	
Accountancy - Fiskodata			1	€130,50	€130,50	
Software - Mailchimp			12	€38,00	€456,00	
Software - Gmail (via Moxy)			3	€85,00	€255,00	
Software - DigitalOcean Cloud			12	€6,00	€72,00	
Software - Yuki accountancy			12	€23,00	€276,00	
Software - Bunny.net			1	€21,64	€21,64	
Software - Doodle			1	€83,40	€83,40	
Website hosting (via Moxy)			1	€175,00	€175,00	
Website hosting - Briefing Tool - Combell			1	€71,88	€71,88	
Website development - Turpoint			1	€5.740,00	€5.740,00	
Domain name bcpsbelgium.be (via Moxy)			1	€45,00	€45,00	
Briefing Tool Adaptations - Turpoint			1	€175,00	€175,00	
Tools & Services - Turpoint			1	€157,50	€157,50	
Licentie Statamic - Turpoint			1	€234,58	€234,58	
EPA - Participation meeting Zürich (total)			1	€2.234,94	€2.234,94	
EPA - Participation meeting Berlin (total)			1	€836,11	€836,11	
Graphic Design - Creative Shelter - Nomi Van Gool			1	€910,00	€910,00	
Bureaukosten			1	€168,15	€168,15	
Restaurantkosten			1	€258,35	€258,35	
General overhead (onthaal, relatiegeschenken, taxi's, ...)			1	€680,63	€680,63	
<b>Expense total</b>						<b>€54.441,68</b>
<b>Total Net</b>						<b>€1.041,32</b>

## 2.2. Member Status '26

- New Members in 2025:
  - **Cluster Production Companies:** Adult, Czar, Red Dust & KXRXT
  - **Cluster Soundstudios:** Audiotheque, Free Son Productions, Het Geluidshuis, Raygun, Sonhouse, Studio Helsinki, Studio43, We Hear Diferent
- Members out in '26:
  - **Cluster Production Companies:** Adult, Czar, Wenneker
- Prospects:
  - **Cluster Production Companies:** Fledge, Toast, Whywise,
  - **Cluster Soundstudios:** Sound of Vision, Studio L'Equipe

## 2.3. Forecast 2026

2 new Soundstudios & 2 Partnership upgrades to break even

### BCP IN/OUT REPORT

2026

REVENUE					End of Year
Category	Description	Quantity	Price Per Unit	Total	
Membership Fee 2026	Production Cies	15	€2.000,00	€30.000,00	
Membership Fee 2026	Sound Studios	8	€1.000,00	€8.000,00	
Membership Fee 2026 prorata	Sound Studios	2	€750,00	€1.500,00	
<b>Partners (Cash)</b>					
AMPLO		1	€3.000,00	€3.000,00	
BCOH		1	€2.950,00	€4.950,00	
CQN		1	€1.450,00	€1.450,00	
Lites		1	€4.950,00	€4.950,00	
We Want You		1	€1.450,00	€2.450,00	
Lucky TV		1	€1.450,00	€1.450,00	
Miracam		1	€2.950,00	€2.950,00	
Cine.Cam (TNR Media Group)		1	€1.450,00	€1.450,00	
<b>Income total</b>					<b>€62.150,00</b>
EXPENSES					End of Year
Coordinator JV Company - Johan Vandepoel		12	€4.200,00	€50.400,00	
EPA - Membership		1	€2.000,00	€2.000,00	
Accountancy - Fiskodata		12	€110,00	€1.320,00	
Accountancy - Fiskodata	publicatiekost	1	€130,50	€130,50	
Software - Mailchimp		12	€38,00	€456,00	
Software - Gmail (via Moxy)		3	€85,00	€255,00	
Software - DigitalOcean Cloud		12	€6,00	€72,00	
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Licentie Statamic - Turpoint		1	€234,58	€234,58	
EPA - Participation meeting 1		1	€1.500,00	€1.500,00	
EPA - Participation meeting 2 Ciclope		1	€1.500,00	€1.500,00	
Graphic Design - Creative Shelter - Nomi		1	€1.500,00	€1.500,00	
Bureaubenodigheden		1	€200,00	€200,00	
Restaurantkosten		1	€250,00	€250,00	
General overhead (onthaal, taxi's, ...)		1	€700,00	€700,00	
<b>Expense total</b>					<b>€61.523,50</b>
<b>Total Net</b>					<b>€626,50</b>

## 2.4. On the agenda for 2026

- Quid investigation Cluster Corporate Production Companies
- Quid Be/Nl-coöperation (DCP)
- Quid gathering DOP's/Crew people (cfr Directors)
- Quid Celebration (quid VIA & extension Soniq Awards)
- Quid Instagram action plan
- Contact (FL) Government Procurement "Raamovereenkomst Audiovisuele Producties"

# 3. Be-friended Targets

# 3.1. Agencies

# Status Agency College Tour

AGENCY COLLEGE TOUR '25						
TOP AGENCIES	IN THE LEAD	CO-PILOT	MAILED	CONFIRMED	DATE SET	
Accenture Song	DE MACHINE	HAMLET	X			
Air	LATCHO	ILA	X	X	8/dec	Postponed
AKQA	DE MACHINE	LESMECS	X			
Becoming (ex Lielens)	CAVIAR	LATCHO	X	X	2/dec	
Boondoggle Havas	CAVIAR	DISTURB	X	X	pending	
Dallas	LATCHO	CAVIAR	X			
Duval Union	LESMECS	ADULT	X			
Egghunter	DISTURB	DE MENSEN	X			
Happiness	BEING	DE MACHINE	X	X		
Hungry Minds	DISTURB	LATCHO	X	X		
Joe Public/Springbok	RED DUST	Hamlet	X	X	23/sep	
June 20 (ex Gutz&Glory)	Latcho	LESMECS	X	X	15/dec	
&KOO	DE MACHINE	BEING	X			
LDV United	DE MACHINE	LATCHO				
Lucy Agency	LESMECS	WKJ?	X			
Manamana / viavictor	RED DUST	CAVIAR	X	X	24/okt	
Mutant	ILA	CZAR	X			
Ogilvy Social.Lab	CAVIAR	HAMLET	X	X	1/dec	
RCA/CARTEL	BEING	RED DUST	X	X	4/nov	
Satisfaction	LESMECS	ILA	X			
Secondfloor	LATCHO	DISTURB	X			
Serviceplan	WKJ?	LESMECS	X	X		
The Other Agency	WKJ?	BEING	X	X	4/sep	
VML (ex Wunderman)	ILA	LESMECS	X	X		

# Topics Inhouse Producers

- Following topics were selected:
  - Impact & handling of AI in general and our Budget Template in particular
  - Update Casting Buyouts & Audio Buyouts (TF meeting w/ AP's on 15/12)
  - Production rights for international usage
  - Procedures for sharing of rushes (TF input received)
  - Procedures for archiving material (TF input received)
- TH online meeting on 16/12 to prepare meeting Inhouse Producers
- JV to send invites for live meeting in January 2026

# Quid Standard Budgeting Template

- As an incentive for agencies using the Online Briefing Tool
- Facilitate life for (jr) accounts by standardizing budget components
- Based on what Cheddar proposes as budget components
- A summary of your detailed budgets (which you can still provide)
- See example provided by Dimitri

# Quid Standard

- As an incentive for agencies
- Facilitate life for (jr) account
- Based on what Cheddar pr
- A summary of your detailed
- See example provided by D

Quote: BLANCO - BASIS BUDGET Copy\_1762511592778

Client: At The Table

Project: Checkcheckcheck

Contact: Invoicing

Number of Shooting Days: 1

07/11/2025

Director: tbc

Executive Producer: Dimitri De Wolf

Line Producer: tbc

Summary in €	Total
I Preproduction	15.00
II Talent	26.00
III Crew	90.00
IV Equipment	62.00
V Art Department	27.00
VI Studio	17.00
VII Location	10.00
VIII Unit	20.00
IX Vehicles	30.00
X Travel & Accommodation	74.00
XI Production Misc.	1.00
XII Postproduction - Image	83.00
XIII Postproduction - Sound	28.00
XIV Payroll Taxes	131.00
XV Insurance	1,908.00
Sub Total	2,522.00
Markup & Overheads (20% of Sub Total)	504.40
Total - Excl. VAT	3,026.40

## Payment Terms

Advance 1	13/03	50.00%	1,513.20
Advance 2	17/04	25.00%	756.60
Balance	04/05	25.00%	756.60
Total - Excl. VAT			3,026.40

# Quid Standard

- As an incentive for agencies
- Facilitate life for (jr) account
- Based on what Cheddar pr
- A summary of your detailed
- See example provided by D
- **OK to move on?**

Quote: BLANCO - BASIS BUDGET Copy\_1762511592778

Client: At The Table

Project: Checkcheckcheck

Contact: Invoicing

Number of Shooting Days: 1

07/11/2025

Director: tbc

Executive Producer: Dimitri De Wolf

Line Producer: tbc

Summary in €	Total
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Advance 2	17/04	25.00%	756.60
Balance	04/05	25.00%	756.60
Total - Excl. VAT			3,026.40

## 3.2. Schools & Students

# Update School College Tour

<b>SCHOOL COLLEGE TOUR 2025/2026</b>			
<b>RETAINED SCHOOLS:</b>	<b>PROD COMP</b>	<b>CONTACT</b>	<b>DATE</b>
AP Hogeschool	De Machine		
Artevelde Hogeschool	Caviar	X	Q1.2026
ECS Bruxelles	Disturb Studio		
ESRA BRUXELLES	Disturb Studio		
European theatre and film institute	Latcho		
HELB	Latcho		
IAD Athéna	Latcho		
IHECS	Disturb Studio/Latcho		
KDG (Antwerpen)	De Machine		
Luca school of arts - campus Brussel			
Luca school of arts - campus Antwerpen	ILA	X	mrt/26
Luca school of arts - campus Genk - C-Mine	ILA	X	14/okt
Luca school of arts - campus Narafi	Red Dust		
Narafi	Red Dust	X	February
RITCS	Hamlet		
Thomas More (Mechelen)	Hamlet		
Thomas More ExpClass Creat. Brand Building	Caviar	X	9/dec
Thomas More: Media & Entertainment	Caviar	X	18/mrt
Thomas More: School of Creativity (CB)	AKA De Mensen	X	17/nov

## 3.3. Soundstudios

# Ongoing projects Soundstudios

- TF AI: BELVA clause in AI Charter, ARIA start-up
- Production Guide: comments were incorporated in BCP document
- Briefing Template: new Audio Production Briefing Template ready (Google Forms)
- TF Casting Buyouts & Voice Remuneration: assemblies on 15/12
- KPI Survey: alternative ready for 2025 KPI's measurement
- Hourly Rates & Studio Rates survey: in development

## 3.4. Directors



# DIRECTOR'S DATE EVENING

SPEED DATING SESSIONS WITH  
DIRECTORS & PRODUCERS

**BCP**  
BRANDED CONTENT  
PRODUCERS BELGIUM

*AMPLO*

**BCP**  
BRANDED CONTENT  
PRODUCERS BELGIUM

# Directors Pages on site: 24 profiles

## DIRECTORS PAGES

RESERVED FOR PARTICIPATING  
DIRECTORS AND BCP MEMBERS

### A

Anne-Marie Vandeputte

### B

Belgian Ginger  
Benny Vandendriessche

### C

Charlotte De Cort

### D

Dieter Decostere

### E

Edouard Valette  
Eva Cools

### F

Frank Devos  
Fred De Loof

### G

GreenWood

### H

Helen Declercq

### J

Jan Boon  
Jeroen Willekens  
Jeronimo Sarmiento

### M

Matthias Lebeer  
Menna Eldiaby  
Michaël Bombbeck  
Mr. Francois

### O

Ola Bondar

### P

Pierre Pironet

### R

Raf Demesmaeker

### T

Thanasis Tsilpinis

### W

Willem Volker  
William Van Bavel

The screenshot shows a director profile for Bastiaan Lochs. At the top, there is a portrait of Bastiaan Lochs and his name in large yellow letters. Below the name is a short bio in Dutch: "BASTIAAN LOCHS (1982) is a Belgian director. Rather than challenging, he makes his work as being leading practice in a changing landscape and creating an authentic connection to space and TV before moving into music videos and documentaries through his collaboration with musician Tommeke. He used to do direct commissions through music videos, among the biggest music industry names in the world. Video has pushed to make his numbers. Tommeke is signed and comes to the (live) awards. Now, he's exploring his focus, bringing more film and a vision to the world that he's been long leading from the festival audience point."

Below the bio is a list of clients: "CLIENTS: CONSUMER GOODS, ENERGY & INFRASTRUCTURE, MEDIA & ENTERTAINMENT, AUTO PARTS, TRAVEL & CRAFTS, BEVAGE".

Below that is his email: "EMAIL: BASTIAAN.LOCHS@MAGELL.COM" and his website: "WEBSITE: VIDEO.COM/BASTIAANLOCHS".

At the bottom, there is a section titled "RECENT WORK" with a grid of six video thumbnails.

# EPA @Ciclope: Next Gen of Directors

- “Future Frames” session led by Florence on rising directorial talent & the landscape in which they operate:
- These talks addressed key transformations in our industry, including:
  - How today's new directors are often **self-made, entrepreneurial and mature**
  - How **agencies tend to avoid newcomers**, unlike music artists or direct-to-brand projects that are more open to fresh talent
  - How many rising creatives now **self-produce their content** and seek partnerships for scale, stability, and management

[Watch the sessions on Google Drive](#)

# 3.5. Advertisers

Taskforce: Ingeborg, Lies, Ruben

# A direct line with Advertisers

- We need to involve Advertisers in the Production Process:
  - To counter competition Inhouse Agencies
  - To compensate for lack of RTV expertise at smaller agencies
  - To counterbalance lack of transparency in who charges what
  - To tackle income erosion
- We go via UBA CEO, Luc Suyckens
  - We forwarded a One Pager Memorandum: "Unlocking Value in Production"
    - Including 6 topics where production expertise adds value
  - A meeting will be scheduled in Jan/Feb with BCP- and UBA- representatives

## Unlocking Value in Production

A proposal for dialogue between UBA and BCP – November 2025

The advertising ecosystem is changing fast. Budgets are under pressure, timelines shorter, and expectations higher. In this reality, brands benefit from direct insight into how their audiovisual productions are built, costed and managed, with direct access to the people who make them.

BCP represents Belgium's leading production companies and sound studios producing commercial audiovisual content from concept to delivery. We believe brands gain value when they have direct access to production expertise, ensuring transparent and constructive collaboration.

### Where production expertise adds value

#### 1. Making budgets work smarter

Real efficiency comes from early production involvement, a clear scope and transparent budget flows. When brands **contract production companies directly**, a larger share of the investment goes into the work itself rather than into layers, overhead or duplicated processes.

#### 2. Matching ambition and production scale

Choosing the right setup is key to balance quality, efficiency and ambition. Production companies help **match the scale and process of each project** to its objectives, so brands get consistent results across all content.

#### 3. Managing risk and responsibility

Productions carry creative, financial and legal exposure: insurance, safety, cancellations, rights and delivery obligations. Direct communication **between the brand and the production company** clarifies responsibilities from the start and avoids costly surprises.

#### 4. Rights, usage and long-term value

Rights are often misunderstood and can lead to double spending or limited reuse. Production companies **map rights holders, media and territories in a transparent way**, helping brands make informed long-term decisions.

#### 5. AI: opportunity, responsibility and trust

AI is changing how content is made and managed. Production companies know **how to apply it in a legal, ethical and creative way**, managing risks around copyright, data and the responsible use of human images and voices, so innovation strengthens trust, reputation and craft.

#### 6. Transparency and fair value

Transparency builds trust. When brands **understand how budgets are structured** and where markups sit, they get a clear view of value and can benchmark fairly across suppliers and markets.

**When brands work more directly with production companies, audiovisual productions become more transparent, more efficient and deliver better value on screen.**

# EPA @Ciclope: forging direct relations

- Florence took part in **two sessions** on this theme, alongside **@Steve Davies (APA, UK)** and **Matt Miller (AICP, USA)**.
  - A **panel discussion**, exploring how direct-to-brand models are reshaping production, the challenges of maintaining fair competition, and what independents bring to the table.
  - An interactive **workshop**, where the group outlined **Standard Operating Procedures (SOPs)** for working fairly with both agencies and brands.

Both sessions referenced the **Universal Principles of Engagement** – a shared document authored by this trio and officially endorsed by EPA.

[Watch the sessions on Google Drive](#)

 EUROPEAN PRODUCERS ASSOCIATION  ASSOCIATION OF INDEPENDENT COMMERCIAL PRODUCERS  BRANDED CONTENT PRODUCERS BELGIUM

THE UNIVERSAL PRINCIPLES OF ENGAGEMENT 2023

The universal principles on which commercials production companies should be engaged were originally conceived of and published by a global group of Production organizations and have been updated by these groups from time to time to reflect the current business. While it is recognized that certain regionalized business practices are present, these principles are cornerstones of the Advertising Production business, globally.

Production companies are engaged by marketers and their agencies for the express purpose of applying their directing and production expertise to produce a commercial that fully realises the potential of the creative idea to aid and enhance and breathe life into marketing concepts.

Production companies are driven and committed to consistently find new and innovative ways to improve the creative product, find efficient solutions and keep the talent pool available in the advertising industry fresh and strong.

A robust, clear and fair business framework is the foundation of great creative work that meets the client's goals and this document sets out how agencies and production companies can best achieve that.

**The Universal Principles of Engagement**

**1. Meeting the client's objectives.**  
It is in every party's best interest that client expectations are met, as the goal of commercial production is to deliver the highest artistic and technical quality commercial to the client within their expectations regarding cost, time and policy. To this end, it is important that all of the client expectations are realistic, fair, fully disclosed and contemplated in the production contract from the start of the project. The agency, when engaged as agent for the client, should assume the role and responsibility and as such should be empowered to make decisions, voice concerns and approve changes and overages during production. Mutual respect, collaborative spirit and professionalism in the end will determine the success of each project.

**2. Non-Disclosure Agreements (NDAs).**  
It has become customary for advertisers and agencies to request NDAs as part of the contract to keep certain information regarding their project confidential. Such NDAs should be reciprocal as the production company's approach, bidding information, and intellectual enhancements are specific to that project and should also be kept confidential by those entities soliciting their input, and ultimately any entity working on behalf of the buyer.

**3. Maximum of three bids.**  
There should be a maximum of three production companies invited to bid for a commercial project. The bidding entities should be advised of others they are bidding against, as it helps shape the expectation of the desired outcome. In the situation where there will be more than three companies asked to bid on the same project, all participants should be notified in advance (or as this situation arises) so that companies can better assess whether they would like to participate in the bidding pool.

**4. Contract in writing.**  
A production company should be contracted in writing, so that there is a clear understanding of what the production company is producing for the advertising agency (on behalf of the advertiser). The contract should clearly establish the rights and responsibilities of each party. The contract ensures that what the agency is expecting of the production company and what the production company is expecting to deliver to the agency are the same thing. The parties are then legally obligated to the terms they have agreed. The contract should provide a mediation and arbitration process in respect of disputes that arise under it.

**5. Production companies should be contracted on a fixed bid or cost plus basis.**  
A fixed bid is an agreed upon price for the work produced payable by the agency (or advertiser) to the production company.  
Under a fixed bid, the production company accepts all of the risk of the production (with exceptions for items/personnel the agency has elected to provide which are spelled out in the contract, weather risks and force majeure) and the fee remains the same - a fixed amount. This method gives the Production company the most leeway in executing their budget and gives the advertiser the most comfort level in knowing the set budget.

\*For the purposes of this document, the assumption is that an advertising agency is working as agent for the advertiser, in cases where an agency is not involved or the agency is involved but working in a capacity other than "agent", the roles may change, but the essence of "buyer" and "seller" remains constant.

-1-

# 4. Update EPA

# 4. European Producers Association:

- New Branding and site:
  - Quid integrate in members' stationary?
- Taskforce Production Service:
  - BE represented by Efro & François (PACHA)
- Taskforce AI:
  - Led by Karim Bertoletti & Frederico Salvi
  - Quid BCP representative AI Taskforce (Bert, Dimitri, Eline, Ingeborg, Lies, Maarten)?

The screenshot shows the EPA website with the following elements:

- Navigation:** ABOUT US, MEMBERS, RECOMMENDATIONS, PRODUCTION SERVICES, CONTACT
- Section:** Recommendations & Documents
- Documents:**
  - EPA Statute
  - Universal Principles of Engagement
  - Universal Pitching Rules
  - EPA Production Services Brief
  - EPA Production Services Cover Letter
  - EPA Production Services Contract Checklist
  - Pitch standard 2.0
- Footnote:** Standard clauses in a production service agreement between commissioning and servicing countries.
- Section:** Production Briefing Document
- Language:** English

# 5. Payroll Services Providers

# Survey launched on services

- What's the issue?
  - As production companies, we often do not fully realise exactly what risks we are running or what the differences are if a freelancer works with a Payroll Service Provider.
  - The complete freedom should not lie solely with the freelancers, while the complexity and short timings mean that all the risks end up with the employers.
- What's the aim?
  - To gain a better understanding of the differences that exist today from the client's point of view. This insight will be useful for all production companies.
- What's the expected outcome?
  - Each production company can then decide whether to require freelancers to work through a single payroll or temporary employment agency, or to prohibit freelancers from working with certain "cowboy" agencies.

# The Survey was launched on 08/12

On the following Topics:

- Legal status & employment
- Contracts & administration
- Remuneration & invoicing
- Social security & insurance
- Liability & risks
- Flexibility & service provision
- Costs & transparency
- Legal advice

SUPPLIER	CONTACT 1	MAIL CONTACT 1	LANG
AMPLO AUDIOVISUAL / AGILITAS GROUP	Leen Van goitsenhoven	Leen.VanGoitsenhoven@amplo.be	NL
ARTISIUM SCRL	Frederic	frederic@artisium.be	FR
CREATIVE SHELTER BV	Stan De Vocht	<a href="mailto:info@creativeshelter.be">info@creativeshelter.be</a>	NL
EVERSTORY CVBA	Michael Vandeneynde	michael.vandeneynde@everstory.be	NL
MERVEILLE SA / Merveille Plus Interim	Carla Merveille	<a href="mailto:carla@merveille.be">carla@merveille.be</a>	FR
RECREWTMENT NV	Andreas Pfeffer	<a href="mailto:andreas@recrewtment.be">andreas@recrewtment.be</a>	NL
SMART	Bernard Moisse	mob@smart.coop	FR
TENTOO PAYROLL SERVICES NV	Laura Weygantt	<a href="mailto:lweygantt@tentoo.be">lweygantt@tentoo.be</a>	NL
THE GREENSHOT SA	Max Hermans	<a href="mailto:max@thegreenshot.green">max@thegreenshot.green</a>	NL
THE GREENSHOT SA	Diane	diane@thegreenshot.green	

## 6. Planning Next Meetings

### Online MeetUps:

- Fri 16/01 between 10h00 and 11h00
- Fri 27/02 between 10h00 and 11h00

### Live Quarterly Meeting:

- Thu 19/03 between 14:00 and 18:00 => Where?

**Thanks & see you!**