

REPORT

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| Date | 23.01.2026 |
| Location | @ Sonhouse |
| Type of meeting | Live meeting |
| Present | Audiotheque/Louise-Marie; Het Geluidshuis/Laure & Leen ; Raygun/Lien & Lina & Peter ; Sonhouse/Lynn ; Studio 43/Pierre ; Studio Helsinki/Tom ; We Hear Different/Eli |
| Reporter | Johan/BCP |
| Excused | Free Son Productions/Pierre |

We welcome all members to the first live quarterly meeting of the year and thank Sonhouse for their hospitality. The following topics were covered:

I. UPDATES:

Quick Feedback SABAM presentation:

Though the willingness of the CEO to share Sabam's point of view on how to react to AI was appreciated, the members felt first of all that Sabam has to get its' act together in claiming and re-distributing rights.

ARIA-tool:

Eli updated the members on the development of the AI-tool and suggested to provide more information, also on pricing, during a webinar that will be held on Monday, February 2nd at 2PM.

| ACTION | |
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| Johan | Invite was sent to all members |

Webinar on AI & Intellectual Property:

There is a lot of confusion on the legal framework for AI and there are a lot of challenges involved in AI content creation. AdaStone, the law firm that co-created the AI Charter with and for the Raad voor Reclame / Conseil de la Pub (involving ACC, BAM, UBA, UMA and all Belgian publishers), is specialized in this domain and is willing to host a webinar for the BCP members, similar to the one they recently hosted for ACC.

| ACTION | |
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| Johan | Invite was sent to all members |

Voice Remuneration:

After having created a counter proposal for the VO-fees and buyouts, the taskforce received the ratecard from the Acteursgilde. Since all proposals (Production Companies, Soundstudios, Geluidshuis) start from different fee-rates, we decided it would be better to ask all members to fill in a small survey on the average rates/rights they apply, conducted by Johan, who will treat these data confidentially and will report separately to the Clusters Soundstudios and Production Companies.

| ACTION | |
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| Johan | Check parameters with taskforce before sending survey to members |

Confirmation Charters & Tools:

Here's a reminder regarding the BCP Charters & Tools and what members are expected to do with them (they can all be found in the [Member Zone of the BCP website](#)):

BCP Charter: It was noticed that the introduction did not explicitly mention 'audio' productions; so this will be modified and we will re-submit the final version (in ENG instead of FR + NL). Afterwards, all members will be asked to sign the Charter.

AI Charter: It was suggested that all members take over the clauses regarding responsibilities of production companies concerning AI in their Terms of Sales/Purchase. The Charter was checked and amended by Sonhouse, if other members still want to amend as well, please inform Johan.

Production Guide: The Production Guide was amended by Laure & Lina and adapted by the Production Companies and can be downloaded from the BCP site. You can find back relevant information on payment conditions; rights & ownership and responsible use of AI amongst others. Peter will check and amend/approve the post on Sound Post Production.

Audio Production Briefing: This new online tool was created by Laure & Lina with the purpose to educate agencies or direct clients and to make them send the same briefings at the same time to all invited parties (max 3). Members are asked to send the link to the Audio Production Briefing tool whenever they receive a mediocre or incomplete briefing.

AI Budget Template: This template was created by the Cluster Production companies to make agencies and clients aware of all the potential cost involved in productions involving AI. Members are asked to use the same terminology and posts in their budget documents.

| ACTION | |
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| Johan | Provide update BCP Charter |
| All AP's | Check and implement the Charters and Tools |
| Peter | Check and amend/approve Sound Post Production in Briefing Tool |

Public Tenders:

We are currently investigating two options to inform members on a daily basis about new government tenders :

- A free option via www.publicprocurement.be for which BCP might subscribe and forward to BCP members on a daily basis
- A paying option via www.TenderExperts.be that proposes a licence descending in cost in function of participating members (est: €420/year for 10 participating members).

The paying option via Tender Experts supposedly is more precise; they check all CPV codes manually, they pretend PublicProcurement doesn't report tenders <140K, which they do and they provide lots of services (at extra cost probably).

Johan will ask the current clients of Tender Experts to evaluate whether the cost is justified.

| ACTION | |
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| Johan | Check with AKA De Mensen, ILA and Het Geluidshuis and recommend choice |

Topics Discussion Inhouse Producers:

A taskforce of the Cluster Production Companies is meeting on February 17th with the 6 major Inhouse Producers to discuss common issues and how to tackle them. The Soundstudios wish to also raise the point of not putting independent production companies in competition with inhouse production companies (or to check rates first and then do the job internally).

| ACTION | |
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| Johan | Tackle the pitch issue with Inhouse Producers |

Direct Advertiser Relations:

A taskforce of the Cluster Production Companies reached out to UBA to advocate for direct relationships between Advertisers and Production Companies, as is already the case in bigger surrounding countries such as the UK and Germany. A meeting is scheduled on February 24th to discuss the OnePager (see ppt presentation), prepared by the taskforce.

| ACTION | |
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| Johan | Follow up and report to Cluster Soundstudios |

II. NEW TOPICS:

Launch KPI Survey Soundstudios:

We discussed the components of the dedicated KPI Survey for the Cluster Soundstudios, which all members are asked to complete and return to Johan (Switzerland!), who will report back the averages in order to see where our sector is going (trends) and provide a valuable benchmark for our members. The following suggestions were made:

- Focus mainly on Advertising Productions
- Ask the data for 2024 and 2025, so we can already compare
- Check the proportion of volume coming from Advertisers, Agencies & Production C'ies

It was decided not to launch an Hourly/Studio Rates Survey this year.

| ACTION | |
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| Peter & Johan | Update and circulate proposal KPI survey |

Payment conditions:

The members of the Cluster Soundstudios discuss the issue of late payments by Production companies, agencies (and advertisers). The most logical thing to do is to align the payment conditions with the Cluster Production Companies as specified in the Production Guide for Belgian productions (cfr button in header BCP site):

- PO to be issued on the date of the assignment
- 50% advance after reception PO, to be paid ideally 5 working days before shooting
- 25% advance to be paid after shooting (50% if Production C'y doesn't handle post prod)
- 25% balance once the production has been delivered
- The second advance and balance must be paid no later than 30 days.

Johan will put this issue (quid 50% advance & 50% balance) on the agenda of the Cluster Production Companies. If a discussion among the two Clusters is needed; Lina and Tom volunteer to be part of a taskforce.

| ACTION | |
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| Johan (&Lina & Tom) | Align with Cluster Production Companies |

Quid involving Composers:

The members of the Cluster Soundstudios discussed the option of involving Composer, as the Cluster Production companies did with the Directors (Directors Pages, invitation to BCP BARS, Directors' Dates Evening, ...), but it was decided there is no need to share databases with Composers so this is not considered as a priority. Still, Peter will check with Screen Composers if they feel a big need to connect with BCP.

| ACTION | |
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| Peter | Check if there is a need at Screen Composers to connect with BCP (members) |

III. MISCELLANEOUS:

Quid Production Celebration:

The Cluster Production Companies evoked the idea of re-organizing a celebration with focus on quality AV productions; such as the former CFP Awards / De Gouden Antenne. An option would be to take VIA, the association of all Belgian Audiovisual Broadcasters, in the loop and extend the concept of the Soniq Awards to the broad AudioVuisal field. Eli and Tom volunteer to participate in a taskforce, should we further develop this idea.

| ACTION | |
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| Johan | Check initial interest VIA & if positive set up taskforce with Eli, Tom & EP's |

Next Meetings:

- Webinar ARIA Tool: Mon 02/02 at 14:00
- Webinar on AI & Intellectual Property: Wed 18/02 between 12:00 & 13:30
- Catch-Up Call: Fri 13/03 from 10:00 till 11:00
- BCP BAR: Thu 19/03 from 18:00 till ???

Thanks for your commitment and hope to see you all at one of our next meetings.

Johan