

REPORT

| | |
|-----------------|--|
| Date | 19.03.2026 |
| Location | Lites |
| Type of meeting | Live quarterly Meeting |
| Attendants | AKA De Mensen/Eline; Amok/Sam; BCP/Johan; De Machine/Dimitri; Hamlet/Julie & Pim; ILA/Lies; Latcho/Efro & Ingeborg; lesmec/Jesse; WhoKilledJoe/David |
| Reporter | Johan Vandepoel |

I. OUTCOME BENCHMARKS:

1. KPI SURVEY:

Depending on a year to year comparison of the previous and current 14 members of BCP versus a comparison of the 12 comparable members (without Adult & Czar), the revenue of the BCP members dropped respectively with 22% or 11%. We notice a minor skew towards direct and foreign clients, that partially compensate for the loss of business from agencies and local clients.

The detailed analysis can be found in the ppt-presentation on the BCP site (BCP Presentations & Reports Production companies) and an overview of all data was sent by mail to all members. Johan will write a draft for a Press Release /Article in the newsletter and present it to the Board prior to releasing it.

| ACTION | |
|----------|------------------------------|
| All EP's | Check out results KPI Survey |
| Johan | Draft Press Release |

2. SAVING RUSHES:

The taskforce (Dimitri, Efro, Sam) that reflects on a benchmark for handing (or not handing over) different stages of materials and costs involved for saving rushes, ignited a discussion among members about current practices and will validate these findings with other members before creating a new benchmark that will be added to the Production Guide and the Terms of Sales in development.

| ACTION | |
|-----------|--|
| Taskforce | Formalise proposed findings from meeting |
| Johan | Validate mong all members and integrate in Prod Guide & Terms of Sales |

3. VOICE REMUNERATION:

Johan informs the EP's of the progress of the Cluster Soundstudios on the creation of a benchmark for Audio Buyouts comparable to Casting Buyouts. Following an internal survey among 7 soundstudios, an overview of average recording fees and rights for various media was created and the taskforce will now produce a simplified version based on the fee + rights template of the Acteursgilde.

The EP's mention that this concerns the rates & rights that the studios pay to the voices, which don't into account the margin that the studios charge to the production companies.

| ACTION | |
|----------------|--|
| AP's Taskforce | Propose 'simplified' version to Cluster soundstudios |
| Johan | Validate with EP's and Acteursgilde |

4. SURVEY PAYROLL SERVICE PROVIDERS:

We work with freelancers on a daily basis. When a production company books a freelancer, a daily fee is agreed directly with the freelancers themselves. In practice, the freelancer then chooses which payroll or interim agency to register with.

Production companies often only discover this when the invoice arrives after the assignment. That is precisely the problem: some payroll and interim agencies work in a particularly "creative" way, which means that the risks for clients vary greatly.

As production companies, we often do not fully realize exactly what risks we are running or where the differences lie. Which is why we set up this Survey: to provide our members with an overview.

In the Member Zone of the BCP site, you can find the results of the Survey on 8 different topics, in which the 8 main Payroll Service Providers participated, as well as a management summary.

| ACTION | |
|----------|--|
| All EP's | Consult the Report and/or Management Summary on BCP site |

II. BEFRIENDED TARGETS:

1. Inhouse Producers:

The taskforce had a very constructive meeting with the main Inhouse Producers, who are interested in exchanging best practices and aligning with our standards in exchange for a mutual sharing of learnings.

The taskforce as well as te BCP Board recommend to invite the inhouse Producers to become 'Sparring Partners' who exchange mutual information and to charge them a limited contribution for BCP.

This concept was approved after discussion, with the remarks that mutual expectations and obligations should be agreed upfront; that this should only be reserved to Inhouse Production Units (ie: not to individual RTV Producers) and that the annual contribution per Sparring Partner should ideally be between 1,5 and 2K.

| ACTION | |
|--------|---|
| Johan | Check concept of Sparring Partners with 6 major Inhouse Producers |

2. Accounts & Students:

The concept and the content of the College Tour for young accounts/creatives and students was genuinely approved after discussion among the members (though certain adaptations in terms of the 'budget aprt' are recommended for certain agencies).

There is an issue though with the responsiveness of the agencies to schedule presentations.

Therefore, Johan will check with the EP4s 'in the lead' which agencies are worthwhile re-activating.

| ACTION | |
|--------|---|
| Johan | Which agencies to re-activate with EP's 'in the lead' |

3. Directors and DOP's:

Plus minus 30 Directors and DOP's subscribed to the BCP BAR, which confirms the appeal of the initiative to connect with our colleagues.

The idea to split up the Directors' fee in a lower upfront fee and a percentage of rights (in line with photographers); ensuring Directors a fair compensation not only for the initial production but also for any extensions in following years, was discussed.

Though we don't see this as a new benchmark, it might become an interesting alternative to strengthen relationships between Directors and Production companies.

Lies and Ingeborg will present a proposal (cfr Casting Buyout) that could afterwards be used as a benchmark by those interested in offering this alternative.

| ACTION | |
|-----------------|-----------------------|
| Lies & Ingeborg | Propose rights scheme |

4. Advertisers:

We had a very constructive meeting with the CEO and a Project Manager of the UBA to discuss how we can establish direct relationships among advertisers and BCP members. There seems to be an opening if we can provide arguments on Advertisers' main preoccupations: how to deal with AI and productions; how to save costs; how to increase effectiveness and/or how to increase brands' credibility?

We agreed we will start by providing regular content that will be integrated in the UBA Newsletter (9K readers w/ opening rate of 70%) and on the UBA website. We will see which topics receive most traction and will co-organize (online) workshops on those topics.

The Taskforce will elaborate on this, but any help on interesting topics would be welcome.

| ACTION | |
|-----------------------------------|--|
| Taskforce (Ingeborg, Lies, Ruben) | Provide content pieces for newsletter; others to amend |

5. Creative Belgium

Creative Belgium intends to organize a "Clubhouse conversation" for creatives with a debate on "working with local versus international directors". Eva, Jesse, Ruben & Sam are interested in participating in the debate, which will be held in June, July, October or November.

Other members can provide topics in case they would like to co-host a similar event.

| ACTION | |
|------------------------|--|
| Eva, Jesse, Ruben, Sam | Confirm participation BCP to Isabel & set up agenda & topics |

III. TOOLS & SERVICES

1. How to activate prospects?

Following the cancellation of several partnership-deals, some extra members would be welcome to compensate for the financial loss. An overview of the prospect pipeline can be found in the Report, but we didn't have the time to discuss next steps or activation possibilities in detail.

| ACTION | |
|----------|--|
| All EP's | Check Prospects Pipeline and help triggering extra prospects |

2. Production Celebration:

Many EP's would like us to re-investigate the organization of an annual 'celebration' of the Belgian production industry. VIA, who co-organizes the Soniq Sweetspot contest might be interested in partnering with BCP on this, but their primary target is the advertisers. We agree we should first have a discussion on what exactly we want to achieve with this initiative, but only half of the Taskforce members were present in the meeting, so we decided to postpone this discussion

| ACTION | |
|--------|--|
| Johan | Set up online meeting with taskforce (Eli, Eva, Ingeborg, Tom) |

3. BCOH – New Liability product

Dider VW presented a new Liability product, developed for production companies and event agencies. The presentation is sent together with the Report.

4. Update ARIA

Loïc Thaler presented an update of the ARIA project. Beta-testing will start soon, yet with focus on audioproductions for the next few weeks. As of May, alternatives for commercial films should be available. The presentation will be sent at a later moment.

Next Meetings:

Online MeetUp:

- Fri 08/05 between 10h00 and 11h00

Live Quarterly Meeting:

- Tue 09/06 between 14:00 and 18:00, Location To Be decided

Thanks for your commitment,

Johan