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STATEMENT FROM THE WORLD PRODUCERS ORGANIZATION

The World Producers Organization held its 12th Annual Summit in Cannes under the organization of the AICP, APA and CFP-E.

Over 100 production company owners and executives from 34 different countries discussed pressing issues facing the global production industry. As a group, there was absolute resolve that in order to deliver the highest quality product to marketers in the most efficient fashion, bidding procedures must be fully transparent.

Major factors for transparency include marketer expectations such as disclosure for budget range, and complete knowledge of other bidding entities.

The concern that advertising agency owned production entities could be involved as competitors continues to be of paramount concern to the industry, and is part of an ongoing investigation by the Department of Justice in the United States.

Several countries have issued industrywide statements regarding anti-competitive bidding practices and the reluctance to engage in business under these conditions.

The open market - where production companies compete for work based on expertise and price - is the guarantor of value for advertisers. Anything that distorts that competitive balance, such as agency owned entities engaged in multi-bidding for work, where they have access to insider information regarding independent production companies' bids, is contrary to the interests of advertisers- as well as being unfair to weight the scales against the production companies also bidding.

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ABOUT THE WORLD PRODUCERS SUMMIT

The mission of the World Producers Summit is to create a central global community of motion image producers of marketing messages to address areas of mutual concern for the purposes of elevating the efficiency and effectiveness of the production business.