

MEMORANDUM OF UNDERSTANDING BETWEEN



of

Australia, Belgium, Brazil, Canada, Canada (Quebec), Croatia, France, Germany, India, Italy, New Zealand, Portugal, Singapore, South Korea, United Kingdom and United States.

ON THE DEVELOPMENT OF THE GLOBAL INDEPENDENT FILM & TELEVISION CONTENT PRODUCTION SECTOR

The Global Creative Alliance (hereinafter referred to as GCA) wish to develop the global independent Film & TV content production sector in the partner countries and have agreed to the following in this Memorandum of Understanding (hereinafter referred to as the "MOU");

PARAGRAPH 1

Responsible for delivery co-objectives of the MOU is the under named:

- **AUSTRALIA** - Brad Taylor, Manager, Membership & Licensing, Screen Producers Australia
- **BELGIUM** - An Jacobs, Managing Director, VOFTP;
- **BRAZIL** - Rachel do Valle, Executive Manager, Brazilian Content/BRAVI
- **CANADA** - Marguerite Pigott, Vice-President - Outreach & Strategic Initiatives, CMPA; Susanne Vaas, Vice-President – Corporate & International Affairs
- **CANADA (Quebec)** - H el ene Messier, Pr esidente-directrice g en erale, AQPM
- **CROATIA** - Dario Vince, Director, HDNP
- **FRANCE** - Herv e Michel, President, TV France International
- **GERMANY** - Raimond Goebel, Gesch aftsf uhrender Vorstand, Film-und Medienverband NRW e.V.
- **INDIA** - Kulmeet Makkar, Chief Executive Officer, Producers Guild of India
- **ITALY** - Roberto Stabile, Head International Department, ANICA
- **NEW ZEALAND** - Sandy Gildea, Executive Director, SPADA
- **PORTUGAL** - Susana Gato, Executive President, APIT
- **SINGAPORE** - Kenneth GOH, Director, Business & Content Development, AIPRO; Khim LOH, President, AIPRO
- **SOUTH KOREA** - Ki-Hoon GWAK, Director of Next-Generation Media Promotion Division, RAPAA
- **UNITED KINGDOM** - Dawn McCarthy-Simpson MBE, Director of International Strategy, PACT
- **UNITED STATES** - John Ford, General Manager, NPACT

and will agree to work strategically together as part of this MOU.

PURPOSE

The objective of the MOU is to build a cooperative system to facilitate cooperation and mutual exchange in the Film & TV content industry within the laws legislated in all countries through effective collaboration between all sides.

PARAGRAPH 2

Areas of Cooperation

All sides have agreed to use best efforts to forge broad cooperative relationships in the areas and scope outlined below:

1. Sharing information essential for the growth and development of independent production companies in all Countries for enhancement of rights of the companies.
2. Collaborating in the areas of co-development and co-productions, and mutually exchanging a wide range of information, including published materials from all sides, by promoting free use of Production Platform system www.productionplatform.tv to members and companies in each region to help source co-production partners in each partner country.
3. Taking the role of Administrator for their country for the Production Platform and being responsible for approving access for any local company.
4. Mutually cooperating for the development of Film & TV production technologies and exchange of Film & TV content designed to nurture creative talent in the independent production sector.
5. Working together to encourage the visit of delegations from all sides and to maintain cooperative relations in international business.
6. Promoting friendly relationships by considering the agreed items recognised as desirable for the objectives of the MOU.
7. Sharing market intelligence, reports and other associated statistics to further benefit mutual knowledge.

PARAGRAPH 3

Implementation

In order to promote implementation of the MOU, all sides will use best efforts to expand opportunities for networking by, for example, inviting the other side to events in the broadcasting content industries held in partner countries.

PARAGRAPH 4

Entry into Effect and Duration

This MOU will come into effect on the date of its signature and will remain in effect, unless otherwise decided by any sides.

This MOU agreement will be valid until October 2023 and reviewed at internal yearly reviews.

PARAGRAPH 5

Confidentiality

All sides shall not provide nor disclose information acquired in the process of working on Paragraph 2 to third parties without consent of the other sides. If necessary, all sides shall have mutual consultation prior to disclosure.

PARAGRAPH 6

Miscellaneous Provisions

All sides will follow mutually agreed results in the event of any divergence of interpretation of each Paragraph of the MOU or items not stipulated in the MOU.