

**Coordination of  
European  
Picture Agencies  
Press Stock Heritage**



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**European Commission  
DG Information Society and Media  
Audiovisual and Media Policies**

**CEPIC – Consultation on Digital Content Online –**

**CEPIC, Coordination of European Picture Agencies Press Stock Heritage, was founded in 1993 to have a unified representation in light of new legislation emerging from Brussels. Registered as an EEIG (Economic European Interest Group) in Paris in 1999 and achieving observer status at WIPO (World Intellectual Property Organisation) in 1997, as the first organisation within the picture industry to do so, CEPIC now represents 1,053 picture agencies and photo libraries in 18 countries across Europe, both within and outside the European Union. Also a member of IPTC since 2005, CEPIC's membership includes large and smaller stock photo libraries, major photo news agencies, art galleries and museums.**

Every year CEPIC holds a International Congress. Last year it was held in Florence with 950 delegates from 52 countries. During the congress for the first time in the world there was a photo metadata conference with participants from all players in the picture industry from camera producers, software vendors, standard making organisations like IPTC and IFRA, users.

CEPIC is also a member of IPTC, an organisation that has been working with digital standard of photos since early 1990 and working in their photo metadata group. In the spring, there will be a new photo metadata standard approved that supports among other things an unique ID for each picture, which will make it easy to protect and search for the right content.

As we can see from the questionnaire that there is no mention of the EU picture industry, which has a turnover more than many other industries. CEPIC has among its members all the big global companies like Getty, Corbis and Jupiter. In February 2008 Hellman & Friedman have acquired Getty Images for \$2.4 billion dollars. We think it is of importance for the EU to get more information about how this global picture market works and CEPIC are willing to assist in that. We think it is also necessary that a successful picture market is represented when the EU wants information about distribution and selling of copyright protected material.

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The Membership of CEPIC is made up of the following National Associations :  
**AEAPAF, Spain - APAAI, Portugal – BAPLA, United Kingdom – BLF, Sweden - BVPA e.V. , Germany –  
FNAPPI, France – Nlimage, Netherlands – SAB, Switzerland – SBF, Sweden – SNAPIG, France -**  
In addition CEPIC has affiliates member agencies in 18 European countries.

**<http://www.ceplic.org>**