

FAO Andrew Gowers/Steven Coles

Dear Sir

Gowers Review of Intellectual Property

Our members are production companies making music videos. I can provide a list of members. They make the videos for the most successful music acts from Robbie Williams to James Blunt and The Darkness.

They contract with record companies to produce the videos. In most instances, the creative idea will come from the music video production company. The music video production company will then produce the video in consideration for a fixed fee.

The creative skills which our members bring to creating music videos have been a significant factor in the success of many of the artists which they have produced videos for.

Music videos originated as sales tools for records and CD's but video downloads to ipods (Apple report that 15 million videos have been downloaded to ipods- and it is only a few months since the video ipod launched) and phones have now transformed them into the product- record companies and artists now expect to derive a significant part of their income from downloads of the video.

We consider that the music video production company and the director that works for it should retain copyright in the video or, at least, share copyright and have an entitlement to share in the income the video generates through video downloads.

We would, therefore, be grateful if you would consider and report on how the interests of music video production companies and directors, in respect of the intellectual property in what they create, might be protected.

Yours Faithfully

Steve Davies  
Head of Legal and Business affairs  
Music Video Producers Association