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- **What** is Latin Artis Federation?

- **What** we do and **why** we do?

Develop studies concerning internal political and legal issues of the countries;

Garantee good bills;

Facilitate bilateral agreements between our CMOs.

- **What** we want? We want to protect audio-visual, our culture and our artists

- Our website: www.latinartis.org

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Artistas

Institucional LATIN ARTIS



OMPI - Tratado de Beijing 20...



FORO IBEROAMERICANO



Actualidad

Chile, primer país latinoamericano que ratifica el Tratado de Beijing

Julio 2015

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Institucional

¿Qué es Latin Artis?

Principios Rectores

Órganos de la Asociación

Miembros





**I know a yah suh nice 'cause yesterday a oman
mi fallow in the street. She was a irie dawta!
I said walk good 'cause I am married! Me rada
to me bad alone!**

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I know a *yah suh nice* (here is so a nice place)
cause yesterday a *oman mi fallow* (a woman
followed me/come to-with me) in the street. She
was a *irie dawta!* (fantastic girl/woman) (girlfriend,
daughter, the woman I like)

I said *walk good* (take care) 'cause I am
married! *Me rada go to me bed alone!* (I prefer /
I'd rather go to my bed).



Why to ratify:

- Audiovisual industry is “the window to the world”. Artist is the” face of a country”
- Minimum standard of rights protection.
- Ratify sometimes could ensure effective rights in some aspects (facilitating royalties coming from abroad). Because now we need bilateral agreements.
- The country is not obligated to accept some kind of right. Decide with “kind’ of right the country apply in the national territory. Exclusive rights *versus* remuneration rights.

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Why to ratify:

- Ratify protects the national actors of a country (the symbolic field is very important in this case).
- Ratify is also related with other activities as an opportunity to development of a national and local audiovisual industry (Ex: Dominican Republic.).
- The country that protects its artists protects its own culture. And ratify Beijing means a possibility of being considered as an important center of culture, valuing your people and people.
- If a country wants to develop its own culture, it is fundamental to protect their artists.

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Some arguments used to deny the ratification.

- **Remittance of royalties abroad will affects the trade balance.** It will never affects the trade balance because it is not enough for that.
- **Remittance of royalties abroad to other nationality actors.** What is the problem? If the actors have 0 (zero) today, any amount is better than 0 (zero).
- **If the country ratify will accept remuneration rights and exclusive rights.** No. The article 12, specially c gives this option to the country, including to indicate at the moment of ratification.
- **The actors are already rich and famous.** It is a real argument? It is not true and it could not even be considered and argument.

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Article 12 Transfer of Rights

- (1) A Contracting Party may provide in its national law that once a performer has consented to fixation of his or her performance in an audiovisual fixation, the exclusive rights of authorization provided for in Articles 7 to 11 of this Treaty shall be owned or exercised by or transferred to the producer of such audiovisual fixation subject to any contract to the contrary between the performer and the producer of the audiovisual fixation as determined by the national law.
- (2) A Contracting Party may require with respect to audiovisual fixations produced under its national law that such consent or contract be in writing and signed by both parties to the contract or by their duly authorized representatives.
- (3) Independent of the transfer of exclusive rights described above, **national laws or individual, collective or other agreements may provide the performer with the right to receive royalties or equitable remuneration for any use of the performance**, as provided for under this Treaty including as regards Articles 10 and 11.

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Conclusion:

- **The audio-visual is the opportunity to the countries to sell your tourism, products, trade marks, and its culture.**
- **The actors are the most evident creators related with the audio-visual works and who contribute with more aggregate value.**
- **Protecting the actors, the countries put your audio-visual in a stronger position and can “sell” your culture.**
- **- It is good for everyone, because it benefits the real cultural diversity.**



More audio-visual = cultural diversity,
education, knowledge, tourism, economy development.

Why protect the actors? Because they are the most important
economic creators in the audio-visual market.

And what else?

Because it's fair!!!!

We wait you in this trip! WALK GOOD my friends!!

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