



Independent World Producers Alliance



A message for advertisers from the Independent World Producers Alliance.



Independent World Producers Alliance

16th April 2026

Dear Advertisers,

Independent production and post production companies are a vital pillar of your brands' success.

Our ability to execute individual creative, technological challenges at all levels is well known. What may be less known is that at the core of our businesses, we discover and nurture, in addition to representing, the world's leading directors, editors, AI specialists, digital artists and production talent. This allows us to carefully source the best talent locally and globally for each individual brief. As businesses, we finance, develop and stand behind them to deliver distinctive and bold campaigns and strategies for your brands.

We are your most competitive, experienced, innovative, executive and servicing partners in the world. The extensive and diverse supply of the best talent via independent production companies creates a perfect market for brands accessing their services.

Our model is simple and proven: open competition. Independent producers fight for every project on creativity, expertise and price. Through transparent bidding, we apply all our ingenuity to maximize a project's potential while delivering the best possible value, all in service of the brand message. You choose freely, knowing you are getting the best outcome: the strongest creative output at the fairest price.

The system works because we are judged solely on the final creative deliverables. We invest maximum creative and production value and ingenuity, sometimes at our own financial risk, because our reputation and your trust depend entirely on the work we deliver.

Today, this model is being undermined. As agency holding company networks consolidate and lose market share of their agency business to consultancies, independent agencies and marketers own in-house agencies, many are internalizing all elements of production as part of their own business and profitability models.

The best directing, editing, production and visual effects talent is with independent production and post companies, so what agency holding company in-house departments offer is not of the same calibre. However their survival relies on structural profitability, no longer putting the role of long-term creative "agents" and partners for your brands as their top priority.

When agencies produce in-house, competition is distorted:

- In-house entities are mostly shielded from competition, the exact same competition which allows clients to obtain the best pricing for the highest creative value through their independent partners ;
- When the agency includes its in-house production against the independent sector in the bidding pool, the agency may have a conflict in choosing between its own interests and the needs of its client ;
- Often holding agencies seek to credit some productions as “co-productions”, to inflate their creative legitimacy although the film has truly been produced by the independent production company and its directing talent ;
- Proposed Margin-sharing models by in-house productions, could prioritize agency profit over production quality for your brands, ultimately weakening the creative output.

We understand that you are often told that in-house production is “faster” or “cheaper. “ History shows the opposite: when ambition, quality, and brand value matter, transparent competition delivers stronger results. The only way to manage costs and true value is through open dialogue, fair bidding, and transparent production circuits with you in control.

We are not asking you to protect our businesses. We are asking you to protect the strength, distinctiveness and credibility of the process that has developed over decades in the interest of your business.

When agency stock prices influence decisions being made in the work being done for you, it should give you pause. If your agency proposes to produce your work in-house, we encourage you to ask these simple questions:

- 1) Why is this better for my brand than working with independent producers who compete openly to deliver the best quality film at the best price?
- 2) Then ask yourselves: Is the agency acting primarily in my best interest or their own?

Together, we shape and produce contents that make your brands famous!

European Producers Association - contact@epa.film / <https://epa.film/>

Association of Independent Commercial Producers (United States) - info@aicp.com / <https://aicp.com/>

SIGNATORIES

EUROPE:



The European Producers Association (EPA) brings together independent advertising film producers from all over Europe. We are national associations, companies, and professionals who share the same drive for creativity, high standards, and fair practices in commercial film production.

EPA was created to connect producers across borders, to give our industry a stronger voice at the European level, and to build a place where knowledge and experience can be shared openly. We believe that collaboration is the only way to protect and strengthen our craft in today's fast-changing and global market.

Signatory members of the EPA:

Baltic Countries



Belgium



Cyprus



Czech Republic



Denmark



France



Germany



Greece



Ireland



Italy



Poland



Portugal



Sweden



Switzerland



Serbia

Slovenia

Turkey



Spain



United Kingdom



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UNITED STATES OF AMERICA



The Association of Independent Commercial Producers (AICP) represents, exclusively, the interests of 400 independent companies in the U.S.A that specialize in the production and post production of commercials in various media-film, video, digital-for advertisers and agencies.

CANADA



ACCP is the not-for-profit trade association for the television commercial production industry in Toronto. Its members are engaged in the production of screen based digital advertising content for distribution on television and over the internet.

BRAZIL



APRO – the Brazilian Association of Independent Production Companies – represents one of the most dynamic and strategic sectors of Brazil's creative economy: advertising audiovisual production. With over 130 production companies as members, the organization leads initiatives that drive competitiveness, internationalization, and governance across the industry, such as FilmBrazil, the international division of the association. In addition to proprietary programs focused on training and diversity.

MEXICO



AMFI - The Asociación Mexicana de Filmadoras, the Mexican association of film production companies is the meeting point that drives and represents advertising audiovisual production in Mexico. It has a clear purpose: to connect the key players in the industry, strengthen valuable relationships, and project national talent to the world. At AMFI, we don't just represent the industry—we are the engine that connects it, strengthens it, and takes it further.

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SOUTH AFRICA



*The Commercial Producers Association of South Africa, “the **CPA**”, is the professional trade association which represents production companies that specialize in the production of television commercials and content for both the South African and international markets. The Association has 55 members based in Johannesburg and Cape Town.*

INDONESIA



***IRPII** is the official association representing Indonesia's commercial film and advertising production houses. We unite production companies across the country under a shared commitment to professional standards, creative excellence, and sustainable industry growth.*

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