

# Election 2020 Manifesto

## The audiovisual sector:

- employs over **12,000** people
- has a payroll of approximately **€500m**
- contributed **€357m** to the economy (2019)  
generates over €200m in export earnings annually
- yields some **€200m** in taxes annually to the Exchequer

# Priorities for General Election 2020

<b>Audiovisual Action Plan</b>	<b>Screen Ireland funding</b>	<b>Section 481</b>	<b>Audiovisual Media Services Directive and Copyright Directive</b>	<b>Television licence fee evasion</b>	<b>Digital piracy</b>
Implement the recommendations of the Audiovisual Action Plan in consultation with industry	Restore Screen Ireland's annual capital funding to its pre-crash level of €20m and benchmark it against the resources available to its main international competitors	Benchmark the Section 481 tax-based production incentive against the incentives of the relevant competing jurisdictions to ensure it remains competitive	Ensure industry views are reflected in the transposition of the Audiovisual Media Services Directive and the Copyright Directive	Implement measures promptly to address the high levels of television licence fee evasion as this is an important source of funding for the independent production sector	Establish a taskforce involving An Garda Síochána, the Revenue Commissioners and the relevant government departments to combat digital piracy in view of the threat it poses to the screen industries

***“Over the last 10 years the audiovisual sector's contribution to the economy grew by 55% to €357m”***

***Torlach Denihan, Director, Audiovisual Ireland***

**Audiovisual Ireland is the Ibec representative body for the audiovisual industry – animation, broadcasters, independent film and television producers, post production and VFX**