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## Shared Vision of the Entertainment Technology Industry Alliance (ETIA)

### ► **Champion the future of our industry**

**Operate as an open, international alliance and speak with one unified voice** for the entertainment technology and audiovisual industry, becoming a recognised reference for European and global stakeholders.

**Foster dialogue between the full value chain of the sector** – including manufacturers, distributors, dealers, system integrators, service providers and professional end users – ensuring that all voices contribute to shaping the industry's future.

**Promote innovation, responsibility, and resilience** within the entertainment technology and audiovisual industry, supporting continuous improvement and preparing them for emerging global challenges.

### ► **Bring value to all stakeholders through sustainable transformation**

**Build a sustainable, resilient and future-proof industry**, steering the sector's twin transition toward environmental and social responsibility and digital innovation.

**Work towards harmonised international and European standards** that enhance safety, quality, reliability and interoperability across the global entertainment technology and audiovisual industry.

**Advance the interests of the industry and engage proactively in policy processes**, offering sector-specific knowledge to inform legislation and regulation, and ensuring that the industry's interests are clearly and effectively advocated in European and international fora, in policy-making and standard-setting platforms.

### ► **Develop a collaborative and technical expertise**

**Act as a consolidated hub of expertise**, enabling members to better navigate legal, normative, and technical requirements and to gather essential information relevant to their national contexts.

**Strengthen collaboration and mutual support** among member associations by sharing expertise, intelligence, and best practices across borders.

**Undertake studies, joint projects, and knowledge-building initiatives** that serve all member organisations and equip them with practical tools, data, and regulatory insights.

