TOWARDS MODERNISED EU COPYRIGHT RULES FOR EUROPEAN CULTURE TO FLOURISH AND CIRCULATE

WHY DO WE NEED TO REFORM EU COPYRIGHT LEGISLATION?

Digital opportunities bring benefits to authors, creators, performers, and the press but they also pose challenges which need to be overcome to unlock the full potential of the Digital Single Market.

- 72% of internet users read online news sites/newspapers/news magazines
- 56% of internet users listen to music online
- 66% of internet users watch video content from commercial or sharing services
- 42% of internet users watch internet streamed TV (live or catch-up) from TV broadcasters

The four biggest platforms have altogether 2 billion users accessing hundreds of hours of video and music uploaded every minute.

Less than half (47%) of EU films released in cinemas between 2005 and 2014 are available on any video on demand (VoD) service.

80% of EU films are available in 3 or less European countries through VoD services.

The European Union wants to protect authors and performers who are at the heart of content creation, strengthen the position of rightholders in their negotiations with online platforms, and ultimately make more legal content available to citizens in Europe. The EU also wants to grant a new right to the press publishing industry for them to benefit from a fairer market place online and to develop innovative business models.

WHAT ARE THE OBJECTIVES?

The European Union is adopting a series of modernised copyright rules that will address the challenges presented by the digital technologies and will have a positive impact on the copyright marketplace and access to content:

- Better choice and access to content online and across borders
- A fairer and sustainable marketplace for authors, performers, the creative industries and the press
- Improved rules on education, research, cultural heritage and inclusion of disabled people
- New EU rules will have a positive impact in terms of employment and growth on copyright-intensive industries, which represent almost 11,650,000 jobs (5.4%) and €915,000 million (6.8%) of EU GDP

“I want journalists, publishers and authors to be paid fairly for their work, whether it is made in studios or living rooms, whether it is disseminated offline or online, whether it is published via a copying machine or commercially hyperlinked on the web.”

President Juncker, State of the Union Address 2016
By 2021, new rules will make it easier for European broadcasters to make certain programmes available on their live TV or catch-up services online, and will simplify the distribution of more radio and TV channels by retransmission operators.

There will be copyright exceptions for research, text and data mining, education and heritage preservation so that researchers, students, teachers and cultural heritage institutions can fully make use of the digital world, providing to the benefit of European culture and of all citizens. They will also benefit from safeguards linked to the freedom of expression when they upload material that contain rightsholders’ content, i.e. in MEMEs.

The new Copyright Directive aims to reinforce the position of rights holders to negotiate and be remunerated for the use of their content on major online platforms. New rules will incentivise licensing of songs and audiovisual works while protecting lawfully uploaded content and the fundamental rights of users.

New micro and small platforms will benefit from a lighter regime in case there is no authorisation granted by rightsholders.

Since 12 October 2018, new rules allow special formats of print material – such as braille or Daisy – to be made and disseminated for people with print disabilities. People who are blind, visually impaired or otherwise print-disabled will soon be able to access more books and other print material, including adapted audio books and e-books, in accessible formats – across the European Union and the rest of the world.