



#DSM #copyright

Digital Single Market

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



"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

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.

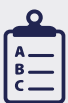


Less than half (47 %) of EU films released in cinemas between 2005 and 2014 are available on any video on demand (VoD) service. 80% of EU films are available in 3 or less European countries through VoD services.

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



Improved rules on education, research, cultural heritage and inclusion of disabled people



A fairer and sustainable marketplace for authors, performers, the creative industries and the press



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

WHAT THE EU HAS DONE TO MAKE EU COPYRIGHT RULES FIT WITH TODAY'S DIGITAL ERA

PORTABILITY:



Since 1 April 2018, Europeans are able to access the online content that they have subscribed to at home, wherever they are in the EU. New rules enable them to watch films or sporting events, listen to music, download e-books or play games – when visiting or staying temporarily in other EU countries.

TV AND RADIO PROGRAMMES:



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.

EXCEPTIONS:



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 rightholders' content, i.e. in MEMES.

FAIR REMUNERATION FOR AUTHORS AND PERFORMERS:



European creators from all creative sectors will benefit from enhanced and harmonised protection to make sure that they continue their invaluable creative work. The principle of appropriate and proportionate remuneration has been introduced into EU law, and this principle is complemented by various mechanisms to strengthen the bargaining position of authors and performers and to bring more balance into their contractual relationships with producers, publishers or broadcasters.

ONLINE PLATFORMS:



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 rightholders.

PROTECTING THE PRESS:



EU copyright rules also include a provision to protect journalism by granting press publishers a new online right so they can adapt to the changing digital environment. Defending journalism as well as the freedom and pluralism of the media sector has a positive impact to counter-balance the spread of disinformation online with reliable and trustworthy press. This right will not affect citizens and individual users, who will continue to share hyperlinks or news headlines as they do today.

THE MARRAKESH TREATY:



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.

WHAT HAS BEEN ACHIEVED?

14 June 2017

- The European Parliament and the Council of the EU, adopt the Regulation on cross-border portability to allow Europeans to travel with their online content subscriptions

13 September 2017

- The European Parliament and the Council adopt the new rules on the implementation of the Marrakesh Treaty in the EU law allowing special formats of print material to be made and disseminated for people with print disabilities.

13 December 2018

- The European Parliament, the Council of the EU, and the Commission reached a political agreement on a common text to make it easier for European broadcasters to make certain programmes available on their live TV or catch-up services online
- The political deal needs now to be voted by the European Parliament and confirmed by the Council

13 February 2019

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#MarrakeshTreaty

#portability