

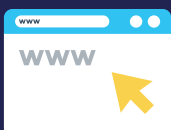


#DSM #copyright

Digital Single Market

MODERN EU COPYRIGHT RULES FOR THE BENEFIT OF ALL EUROPEANS

Digital technologies have transformed the way we produce, distribute and access creative content. Creators, right holders and the press benefit from these digital opportunities, but they **find it difficult to negotiate with online platforms the terms and conditions for the use of their work**. Europe needs to seize the opportunity and take the lead in updating copyright rules to support its culture and be competitive.



72% of internet users read online news sites/newspapers/news magazines

56% of internet users listen to music online

66% of internet users watch videos from commercial or sharing services

42% of internet users watch internet streamed TV (live or catch-up) from TV broadcasters

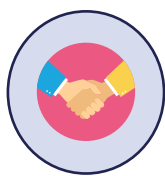
The new copyright rules strike the **right balance** between the interests of different players in the digital environment – authors, other creators, and the press sector are better off, internet users are better protected and the obligations on online services are proportionate.



THE BENEFITS OF THE NEW COPYRIGHT DIRECTIVE



**CLEARER DIGITAL RIGHTS
AND FEWER WORRIES FOR
CITIZENS**



**A BETTER DEAL FOR ALL
CREATIVE SECTORS AND
THE PRESS**



**MORE OPPORTUNITIES
FOR SCIENCE, EDUCATION,
AND CULTURAL HERITAGE**



**FAIR REMUNERATION FOR
INDIVIDUAL CREATORS
AND JOURNALISTS**



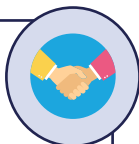
Copyright-intensive industries are a key asset for the European economy – they represent 11.65 million jobs and contribute €915 billion per year, 6.8% of Europe's GDP.

CLEARER DIGITAL RIGHTS AND FEWER WORRIES FOR CITIZENS



- Online platforms will take care of licensing, so that the users do not have to worry about copyright issues.
- Thanks to mandatory exceptions related to the freedom of expression, all users in the EU will be free to upload parodies, such as memes, or use clips for reviews, criticism or quotation.
- They will have clearer rights when their content is removed and will be able to oppose unjustified removals of uploaded content. The platforms will have to react to users' complaints about removals without delay.
- Citizens will have online access to books, films or music records that are no longer commercially available in Europe, as well as to a wider variety of European audiovisual works on video-on-demand platforms. They will be free to share copies of paintings, sculptures and other works of art in the public domain with full legal certainty.

A BETTER DEAL FOR ALL CREATIVE SECTORS AND THE PRESS



- Creators in the audio-visual and musical sectors will have **more control** over the use of their songs, films, and TV series uploaded by users on online platforms and will be better remunerated for it.
- European press publishers will enjoy a **new right** to negotiate and be better paid for the use of newspapers and magazines by online service providers. Journalists will receive an appropriate share of the revenues generated by this new right.



FAIR REMUNERATION FOR INDIVIDUAL CREATORS AND JOURNALISTS



- The financial and legal situation of creators and writers has been steadily worsening in recent years¹. Nearly half of all artists and writers in the EU were self-employed in 2016² and freelancers usually have less bargaining power and less stable remuneration.
- With new copyright rules, it will be **easier** for actors, musicians, journalists and writers to **negotiate** with their contractual partners (publishers, producers) in order to **get better paid** for the use of their works and performances.
- **This will directly benefit: >500,000 authors** – including composers, writers, directors, screenwriters, journalists, photographers, songwriters, and **>500,000 performers** – including musicians, singers, actors, dancers and other performing artists.

MORE OPPORTUNITIES FOR SCIENCE, EDUCATION, AND CULTURAL HERITAGE



Thanks to EU-wide mandatory exceptions to copyright rules:

- Research and development of artificial intelligence will get a boost through the new exceptions for **text and data mining** that permit the analysis of big sets of data under copyright.- Students and teachers will be able to use **digital materials and technologies for learning** without facing copyright-related restrictions in their digital teaching activities.
- European museums, libraries, film archives and other cultural heritage institutions will be able to digitise **more cultural works for future generations**.

NEXT STEPS ►►►►►

After the European Parliament's positive vote on the Directive, the final text needs to be formally approved by the Council of the EU and be published in the Official Journal. Member States will then have 24 months to transpose the new rules into their national legislation.

¹ For instance, the earnings of writers in the UK have dropped by 49% since 2005 and 33% since 2013. (ALCS survey 2018)

² Eurostat, Cultural statistics, 2016 edition

