



Modern copyright for digital media

17 March 2010,
European Parliament,
Brussels



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Broadcasting Union
promoting public service media

Public service / audiovisual media in the information society

- New services
- Public service remit and the creative economy
- New consumer demand



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Impediments to the development of new services / circulation of online content

To quote a few:

- Absence of EU-wide or Internet-wide licensing schemes
- The increased complexities of the current rights clearance systems
- Frustration of collective rights clearance systems by individual right holders
- Lack of collective management for certain rights
- Uncertainty as to the scope of economic rights
- Conflicting or uncertain Single Market principles



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Impediments to the development of new services / circulation of online content

As a result:

- Vast number of programmes in archives cannot be made available on new platforms
- Limited ability for broadcasters to make their linear programmes available across all platforms and internationally
- Threat to business models of many online services dependent on the availability of broadcasters' content
- Development of alternative, illicit offers



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Current EU copyright policy and the need for a new vision

- The current situation: strong rights, but limited access
- The need to remove unnecessary impediments to the circulation of creative content: IP and single market relevance
 - Access to rights and circulation of works as a rationale for copyright protection
 - Free movement of knowledge and innovation as the fifth freedom in the Single Market
- The new EU agenda for access to content online



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A new policy: "strong rights, easy access"

"Facilitating the broader circulation of, or access to, content online, while preserving a high level of protection for intellectual property rights"

- Removing existing barriers to the circulation of content online
- Avoiding creating new restrictions on access to content
- Technical and platform neutrality
- Harmonizing and improving collective management of rights
- Ensuring practical solutions for clearance of rights



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A new policy: "strong rights, easy access"

- Foster production and circulation of content to the advantage of all actors in the cultural industry:
 - Providing audiovisual media content anytime, anywhere, anyhow: responding to consumer/audience expectation
 - Freeing funds for more investment in content
 - Unlocking the archives
 - Increase remuneration for right holders
 - Increase legal offers: an essential anti-piracy tool



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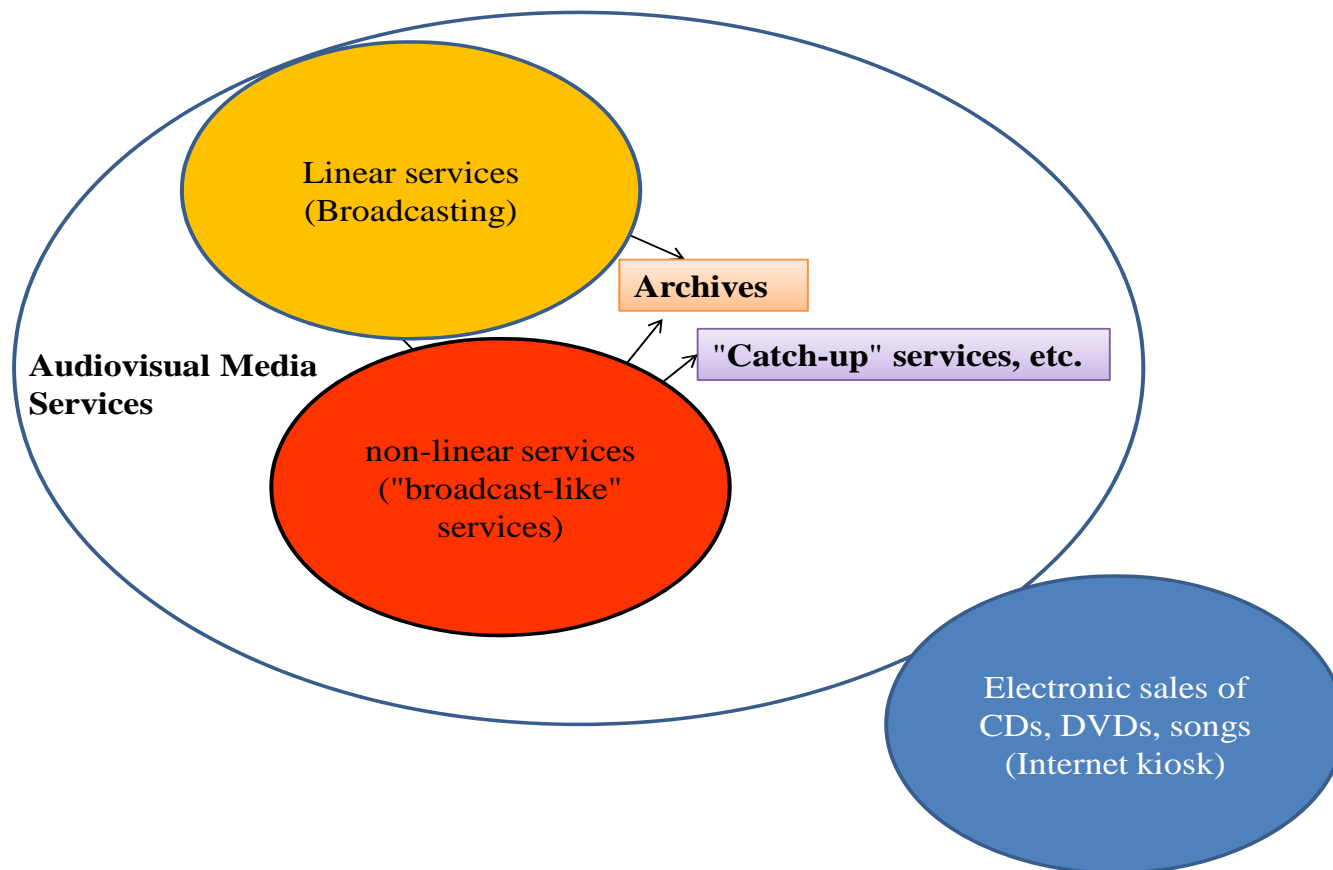
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A new policy for audiovisual media services

"Communication of linear and non-linear media services"



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