

# JOINT DECLARATION

on  
SIGNAL PIRACY

by  
THE WORLD'S BROADCASTING UNIONS

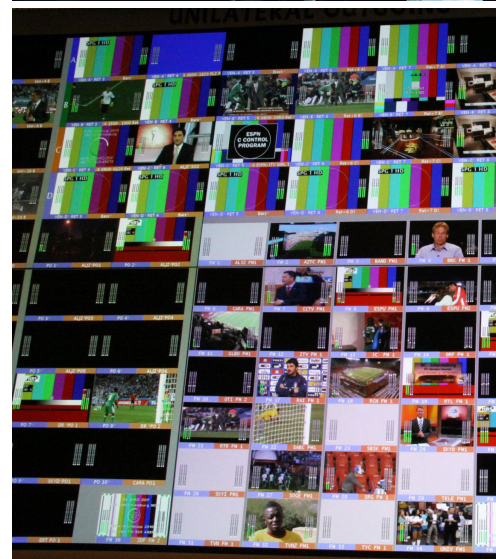


Spring 2014

# BROADCASTERS CALL FOR URGENT GLOBAL SOLUTION TO SIGNAL PIRACY

## “LIVE TELEVISION TODAY IS THE FASTEST-GROWING SEGMENT OF COPYRIGHT INFRINGEMENT”<sup>1</sup>

- New technologies used by broadcasters enrich the world with the new audio and audiovisual offerings they bring. But they also carry risks for the world’s broadcasters by making it easier to profit from the use of their signals without their consent.
- Signal misappropriation jeopardises all broadcasting organisations’ (private and public, in all parts of the world) ability to protect and invest in the acquisition and creation of content, and in organising, scheduling, promoting, and distributing it. This, in turn, adversely affects jobs and their ability to serve their audiences with news, information and entertainment.<sup>2</sup> Broadcasting is also a key driver of social cohesion and cultural development - vital in an increasingly fragmented world. The signal embodying all that activity must be protected, on any platform.
- Updating international protection of broadcast signals is urgent, unfinished business. Currently the applicable instrument dates from 1961 - and reflects the technology of the last century. A Broadcasters Treaty reflecting the technological realities of the 21st Century has been on WIPO’s agenda for 15 years - as the last piece of the rights protection framework - and is an urgent priority, long overdue.
- The investment that broadcasters make in order to assemble their programme output and distribute their signal on all platforms, old and new, must be protected effectively, as other rightsholders. Currently, whole channels are being re-broadcast over new types of networks and devices without broadcasters’ consent. This is a massive misappropriation of broadcasters’ signals, without reward. So the solution (the Broadcasters Treaty) has to be global, comprehensive and platform-neutral.
- A new international Treaty would provide more consistent and harmonised protection of broadcast signals across the world to the benefit of broadcast organisations and all creative contributors to broadcast programming.
- The Treaty would help, not harm, other copyright owners, because if broadcasters can enforce their right in the signal, this will reduce piracy of the content contained within that signal. In this regard, nothing in the Treaty will adversely affect the rights content owners have in the programming.
- The Treaty will not prevent the public’s legitimate private use of the broadcast signal and its content. Broadcasters agree that conventional limitations and exceptions should apply to the rights provided in the Treaty.
- **The public’s interest is served not by unauthorised use of broadcast signals, but by convenient access to those signals, legitimately offered and fairly rewarded.**



<sup>1</sup> *The six business models for copyright infringement*, a Google & PRS for Music commissioned report with research conducted by BAE Systems Detica, 27 June 2012.

<sup>2</sup> After press/literature and software, broadcasting is the third largest economic contributor globally in the creative industries sector - almost triple the contribution of the music sector and more than triple the size of the film industry's contribution, see WIPO study "On the economic contribution by the creative industries" (2013), p.12/13.



We, the undersigned unions of regional and national broadcasting organisations, urge WIPO-Member governments to build on their constructive engagement through the Standing Committee on Copyright and Related Rights (SCCR)

- *to prioritise the completion and adoption of a new Broadcasters' Treaty in 2015,*
- *by directing the SCCR to accelerate and finalise the work on the draft Treaty text,*
- *for submission to the 2014 General Assembly of a text suitable for convening the Diplomatic Conference in 2015.*

**THE INTERNET IS GLOBAL  
THE PROBLEM IS GLOBAL  
SO THE SOLUTION MUST BE GLOBAL -  
AND IT IS URGENT**

**This declaration is signed and endorsed by all the  
World's Broadcasting Unions**

<b>ABERT</b>	Brazilian Association of Broadcasting
<b>ABU</b>	Asia-Pacific Broadcasting Union
<b>ACT</b>	Association of Commercial Television in Europe
<b>AER</b>	Association of European Radios
<b>ASBU</b>	Arab States Broadcasting Union
<b>AUB</b>	African Union of Broadcasters
<b>CBU</b>	Caribbean Broadcasting Union
<b>EBU</b>	European Broadcasting Union
<b>IAB</b>	International Association of Broadcasting
<b>NAB</b>	National Association of Broadcasters (USA)
<b>NABA</b>	North American Broadcasters Association
<b>OTI</b>	Organización de Telecomunicaciones Iberoamericanas

