

# Creating a Digital Single Market

## Bringing down barriers to unlock online opportunities



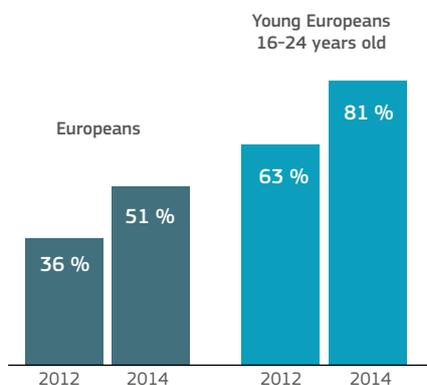
### A EUROPEAN COPYRIGHT FIT FOR THE DIGITAL AGE



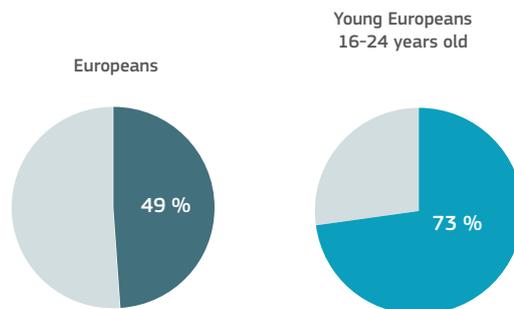
#### TODAY

More and more Europeans read, watch, listen to content online and on several mobile devices

Europeans using smartphones, tablets or laptops to access the internet on the move



Europeans who go online to play or download games, images, films or music



Smartphone viewers in Europe watch more than four hours of video content on a weekly basis



More and more Europeans travel across Europe 

35 % of Europeans travel at least once a year and spend more than 10 days in another EU country

New ways to create and get access to content are appearing at an increasing pace, but legal content available across borders remains limited

Average availability of European films on legal online services in different Member States = 19 %

## THIS IS WHY WE NEED TO MODERNISE EU COPYRIGHT RULES

- To broaden the access to creative content across the EU.
- To help education, culture, research and innovation make the most of the digital revolution.
- To make sure that copyright still plays its role to protect rights holders.

Copyright-intensive industries (e.g. book publishing, sound recording, TV broadcasting) = 3.2 % of employment in the EU with more than **7 million jobs**.

→ EU support for the creative sector = €1.46 billion over 2014-2020 via the 'Creative Europe' programme + additional funding under the EU research and innovation programme **Horizon 2020**.

## THE EUROPEAN COMMISSION'S PLAN TO MAKE IT HAPPEN

### 1. Widening access to content across the EU

December 2015

The Commission proposed to:

- **make content portable across borders** — the Commission wants to make sure that Europeans can travel with the content that they have legally acquired or subscribed to in their home country.



Spring 2016

The Commission will take action to:

- **improve cross-border distribution of TV and radio programmes in an online environment;**
- **facilitate licensing allowing for cross-border access to content;**
- **give new life to works which are no longer commercialised.**

With the support of the Creative Europe programme, the Commission will notably:

- **help European works to be discovered and to reach their audience** — the Commission will promote and support the development of **innovative tools** such as a European aggregator of online search portals to help people find films legally available on the internet.
- **promote subtitling and dubbing** to boost the circulation of works across Europe.

**62 % of Europeans only watch films or series that have either audio or subtitles in their country's language(s)**



### 2. Exceptions to copyright rules for an innovative and inclusive society

Exceptions allow for copyrighted works to be used without prior authorisation from the copyright owner.

Spring 2016

The Commission will focus its work on clearer exceptions that will be applied in the same way across the EU to:

- **boost research and innovation by making it easier for researchers to use text- and data-mining technologies;**
- **support teachers who give online courses and cultural institutions which hold our cultural heritage;**
- **82 % of European universities offer online courses**
- **help people with disabilities to access more works;**
- **fit with today's realities** ('panorama').



This exception, which is currently optional for EU countries, allows anyone to publish images of public places, including the buildings and public art works permanently located in those places



### 3. Creating a fairer marketplace

The Commission will assess if the benefits of the online use of copyright-protected works is fairly shared. The Commission will look at different questions.

**Are authors and performers fairly remunerated? Is action related to news aggregators needed at the EU level? What is the role of platforms? Are current rights clear enough and fit for the digital age?**

The Commission wants a **copyright environment that stimulates investment in creativity**. It will propose **solutions** to achieve this objective.

### 4. Fighting piracy

**Boosting legal offers will help, but more should be done.**

**22 % of Europeans believe that illegal download is acceptable if there is no legal provision of content in their country**

**It is essential that rights are properly enforced across Europe.**



The Commission will:

- work on agreements with all stakeholders to **cut financial flows to businesses which make money out of piracy, on the basis of the 'follow the money' approach;**
- improve the **legal framework for the enforcement of intellectual property rights**, including copyright;
- look at how to make the **removal of illegal content** online more swift and efficient.

### IN THE LONG TERM

**Effective and uniform application of copyright legislation** is needed. The Commission will work closely with Member States on this.

While it is now too early to consider the **full harmonisation of copyright in the EU**, in the form of a single copyright code and a single copyright title, this should remain an objective for the future.

