



PRESS RELEASE

Creators launch priorities for EU policy and call for re-establishment of Intergroup on Cultural and Creative Industries

Brussels 25 September 2019 – On 25 September, creators from across Europe will descend on Brussels to meet face-to-face with some of Europe’s top decision-makers at the “Meet The Authors” event hosted by MEP Christian Ehler. Other senior figures in attendance will include President of the European Parliament David Sassoli, and Mariya Gabriel, European Commissioner for Digital Economy and Society.

The Meet The Authors event marks the launch of the Creators’ Priorities for Ambitious European Policy to promote culture, creativity and innovation. (See below)

It will also be the occasion for a number of MEPs from all political groups to express their support for the re-establishment of the Intergroup on Cultural and Creative Industries (CCI) initiated by MEP Ehler. Studies have shown that the CCIs are the third biggest employer in Europe, providing more than 12 million jobs, often to young people. Creators are at the core of the CCIs, and GESAC, representing more than 1.1 million creators through its 32 members in the EU and EEA, therefore fully supports this initiative.

GESAC General Manager Véronique Desbrosses said: *“The CCI Intergroup proved to be instrumental in the adoption of the Copyright Directive – a reform that addresses the power imbalance leveraged by US tech giants against the creative sector and that helps to ensure that creators can live off their work. Though the Directive was a major step in the right direction, there is still a lot to be done and the creators are calling on MEPs to support “An ambitious policy for creators and the CCI.””*

Véronique Desbrosses added *“European policymakers will have to address several issues in the next five years to ensure that creators are fairly remunerated for their work. The proper transposition of copyright reforms, stopping aggressive attempts by Chinese, US and Korean device manufacturers to phase out long-standing compensation schemes for private copying to the detriment of European consumers and creators, and tackling the damaging buy-out clauses circumventing European and national rules are at the top of the list”.*

Snapshot of some of the creators' priorities:

- 1** Ensure that the **transposition** and **implementation** of the newly adopted **copyright directives**¹ are carried out smoothly so remuneration of creators and return on investment from CCI improve.
- 2** Ensure a **fairer** and **more sustainable European online market**, not one that is increasingly dominated by US-based video-on-demand services who create difficulties for European industry and creators. Unfair contractual practices and **buyout contract clauses** imposed by such platforms need to be further studied to explore the most sustainable and fair standards.
- 3** Maintain application of EU copyright law on electronic devices making copies of creative works to **avoid free riders**. The aggressive attacks of non-European device manufacturers, such as Samsung, Apple and Huawei, to change EU law on **private copying** at the expense of European creators and consumers should be stopped.
- 4** Reinforce **Horizon Europe and Creative Europe** funding schemes. Existing support schemes should be strengthened to encourage new forms of creation and promotion of creative content. In addition to established schemes for the audio-visual sector, specific financial support for the music sector with the Music Moves Europe programme and a European Music Observatory need to be adopted.
- 5** Break silos to ensure the adaptation of and **coherence between policies**. In particular, EU competition and trade policies must give careful consideration to the **specificities of the cultural sector**.

Contact:

Véronique Desbrosses +33 6 62 45 26 01

About GESAC

GESAC (European Grouping of Societies of Authors and Composers) comprises 32 authors' societies from across the European Union, Iceland, Norway, and Switzerland. As such, we represent more than 1 million creators and rights holders in the areas of musical, audiovisual, visual arts, and literary and dramatic works.

For more information, visit www.authorsocieties.eu and find GESAC on Twitter, LinkedIn and Facebook

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