

CREATORS SHOULD BE PAID FAIRLY ONLINE

A massive amount of money is being made from cultural content by platform services. Barely any of it makes its way to the creators of that very content.

THIS IS CALLED **TRANSFER OF VALUE**

WHAT'S GOING ON

There are 2 types of cultural content providers that should be playing by the same © rules but don't. This creates a market distortion.

Platform services that provide access to aggregated or user uploaded content

Monthly active users: **~600m**

YouTube



Digital Service Providers (DSPs) that provide access to licensed content



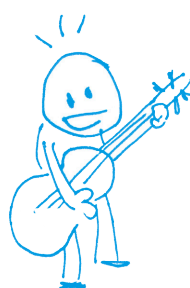
Spotify

DEEZER

NETFLIX

Monthly active users: **~60m**

These platform services that dominate the market wrongly claim to be mere technical intermediaries that aren't required to fairly remunerate creators under EU Safe Harbour provisions.



DSPs play by the rules and pay for the content they provide access to. They directly compete with some platform services and therefore face unfair and inefficient market conditions.

HOW TO FIX THIS

Amend EU copyright law to clarify that these platform services make content available to the public and can no longer avoid liability for their copyright activities.

THE RESULT

Fair share of revenues for creators

Level playing field for businesses

More innovation and larger offer for fans



GESAC groups 34 of the largest authors' societies in the European Union, Iceland, Norway and Switzerland. It represents about 1 million creators and rights holders in the areas of music, audiovisual works, visual arts, and literary and dramatic works.

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