

# PROGRAMME

What you always wanted to know about...

## The value of content and online platforms

25 January 2017 - 18:00 – 20:30  
European Parliament  
Members Salon, Brussels

Hosted by

**MEP Therese Comodini Cachia**

**MEP Virginie Rozière**



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## Dialogue

18:00 - 19:30

Welcome speech

**MEP Therese Comodini Cachia**

Panel 1

### Addressing the transfer of value / value gap: EU solutions

Moderated by **Véronique Desbrosses**, Director General, GESAC

**Prof. Paolo Buccrossi**

University of Rome Tor Vergata, founder of Learlab

**Jim Duguid**

Scottish musician and songwriter

**Cécile Rap-Weber**

Director of licensing, SACEM

Panel discussion with MEPs \*

Panel 2

### Cooperation between rights holders and platforms: Can technology help?

Moderated by **Olivia Regnier**, Director of European Office, IFPI

**Andrew Clark**

VP, Digital Business Affairs, Universal Music Group International

**Mike Edwards**

Vice President of European Operations and Licensing, Audible Magic

**Alex Loscos**

CEO of BMAT Music Innovators

Panel discussion with MEPs\*

Conclusion

**MEP Virginie Rozière**

\*Panel discussions with MEPs

Therese Comodini Cachia, Christian Ehler, Dietmar Köster, Constance Le Grip, Michèle Rivasi, Virginie Rozière, Andreas Schwab, Helga Trüpel, Sabine Verheyen, Henna Virkkunen, Bogdan Wenta, and other MEPs

## Cocktail

19:30 - 20:30

User Uploaded Content (UUC) Platforms today dominate the online market for cultural and creative works, yet most of them deny having to license for copyright and to cooperate with rights holders. The Copyright Package tabled by the European Commission on 14 September is an attempt to address this issue and to clarify the roles and obligations of such platforms concerning copyright.

GESAC and IFPI, with the support of other rights holders organisations, invite MEPs for a dialogue with the creative sector, rights holders, academics and market players on how the transfer of value / value gap problem affects the market and the solutions to address this. MEPs will have the opportunity to raise questions on the issue. Panelists will share their experience, explain the transfer of value / value gap problem for the creative sector and exchange views on the proposal from the Commission, including on technical and political aspects.

This will be an opportunity to address some frequently asked questions like: how does the current situation affect the market and creators? Is the proposal from the Commission a step in the right direction? Is it enough? What is missing? What are the technicalities behind the Commission's proposal? How does it articulate with the E-Commerce directive?

## BIOGRAPHIES



**Prof. Paolo Buccrossi** teaches at the University of Rome Tor Vergata and is the Director and founder of Lear, a specialised economic consultancy that works in the field of competition policy and regulation. He has led several research projects for the European Commission and his latest study for DG Competition is on the economic impact of competition policy enforcement on the functioning of telecoms markets in the EU.



**MEP Therese Comodini Cachia (EPP, Malta)** is a lawyer by profession. She was elected as Member of the European Parliament in 2014, and is a member of the JURI, CULT and DROI committees. She has worked on DSM related files such as that of geo-blocking, cultural and creative industries as well as on the implementation of Infosoc. She is currently rapporteur for the Copyright Directive report in the Legal Affairs Committee.



**Andrew Clark**, VP, Digital Business Affairs, Universal Music Group International, is responsible for deals with music services for UMG's global digital business, working closely with its digital partners, including retailers, telecom operators, software developers, device manufacturers and social networks to create and license new digital propositions. Before this, he held business affairs roles at Warner/Chappell Music Publishing and Cherry Lane Music. Andrew holds a BA in Jurisprudence from Exeter College, Oxford.



**Véronique Desbrosses** is the General Manager of GESAC, the European Grouping of Societies of Authors and Composers which represents 32 of Europe's biggest authors' societies. She has postgraduate degrees in European law and European Political and Administrative Studies from the Universities of Lyon and Paris, and the Bruges College of Europe. She started her career at the European Commission, followed by positions in lobbying and law firms before joining GESAC.



**Jim Duguid** is a Scottish musician and songwriter best known for co-writing the Alex Clare song “Too Close”. He has also written for the likes of Paolo Nutini, Serena Ryder and co-wrote and co-produced Arno Carstens’ 2010 album Wonderful Wild. Duguid began his career as the drummer of the band Speedway, which he founded with fellow Glaswegian Jill Jackson in 2001. Speedway released one full-length album, Save Yourself.



**Mike Edwards** is Vice President of European Operations and Licensing at Audible Magic, an early pioneer of digital audio fingerprinting technologies which has remained at the forefront of innovation in the field of audio and video content recognition since its founding in 1999. Mike holds an LL.M degree in Intellectual Property law from the London School of Economics and Political Science.



**Alex Loscos** is a co-founder and CEO of BMAT, a monitoring platform built to track any public communication of music, which delivers 26 million identifications monthly and overviews 1 trillion digital transactions yearly. He is a musician and composer, and holds a PhD in computer science. He is the author of multiple publications and books on digital audio synthesis and analysis.



**Cécile Rap-Veber** joined Sacem (Société des auteurs, compositeurs et éditeurs de musique) in 2013 as Director of Licensing and International. She is in charge of dealing with phono & video mechanicals, private copy levies, broadcasting, online and international collections. She has a Master’s Degree in Contracting Law and International Private Law and is licensed to practice at the Paris Bar.



**Olivia Regnier** joined IFPI in 1996, serving as European Office Director since 2010. Previously Deputy Director and Regional Counsel responsible for European legal affairs affecting the recording industry e.g. copyright, neighbouring rights, e-commerce, licensing, privacy and enforcement. Upon qualifying at the Brussels Bar, Olivia worked at a law firm then the European Commission’s Copyright Unit. Olivia holds a University of London LLM and has published on copyright and media law.



**MEP Virginie Rozière (S&D, France)** graduated as an engineer from the Ecole Polytechnique and the Ecole Nationale Supérieure. She worked in several French Ministries, from Defence to Economy, Finance and Industry, and first worked at the European Parliament as administrator for the Internal Market and Consumer Protection Committee. She was elected to the European Parliament in 2014 for the France Southwest region, leading the PS-PRG list.