

EMPOWERING

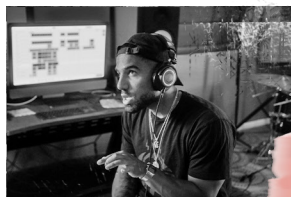
EUROPE'S

CREATORS:



Authors' Societies'

# 3 Key Priorities for 2024-2029



**Creativity and culture is the lifeblood of Europe. And the only way to keep Europe's world-leading cultural sectors alive is to enshrine laws that protect their most vital asset – creators!**



**Not only does culture nourish all of our daily lives, the cultural and creative industries employ around 8 million people in Europe and generate a turnover of more than €640 billion per year.**

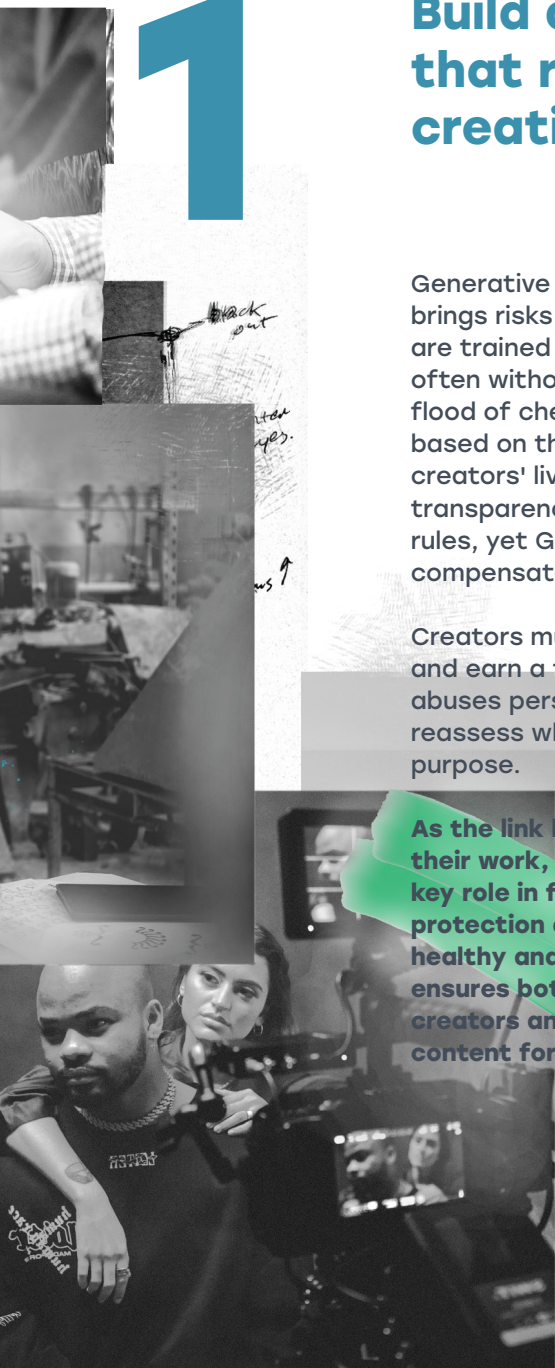
# 1

## Build an AI ecosystem that rewards human creativity

Generative AI (GenAI) holds vast potential but brings risks to creative industries. AI systems are trained using copyright-protected works, often without permission or payment, and the flood of cheap AI-generated content, trained based on those works, threatens human creators' livelihoods. The AI Act demands transparency and adherence to EU copyright rules, yet GenAI services still refuse to compensate authors.

Creators must be able to protect their rights and earn a fair share of AI's value. If current abuses persist, EU policymakers should reassess whether existing laws are fit for purpose.

**As the link between creators and the users of their work, authors' societies should play a key role in finding the right balance between protection and innovation, and creating a healthy and sustainable licensing market that ensures both appropriate remuneration for creators and access to broad, diverse, reliable content for AI developers.**



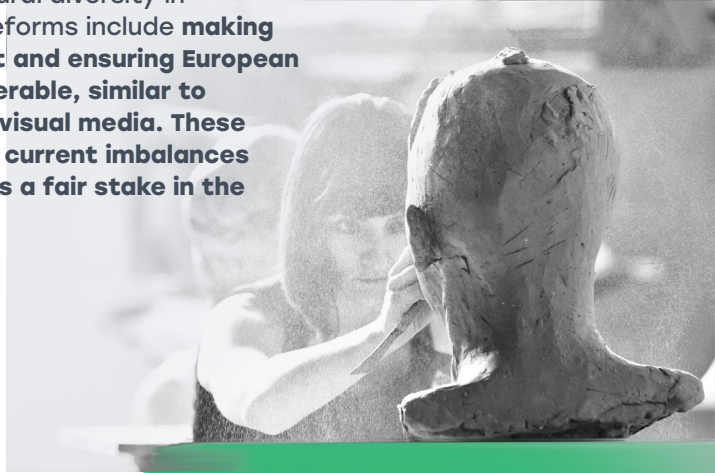
# 2

## Rebalance the streaming economy



Music streaming dominates how we listen to music, yet many creators feel excluded from its success. Streaming services shape what we hear through algorithms, but they operate in a legal vacuum without rules on transparency or content manipulation.

The European Parliament's January 2024 resolution calls for more fairness, transparency, and cultural diversity in streaming. Proposed reforms include **making algorithms transparent and ensuring European works are more discoverable, similar to existing rules for audiovisual media. These steps are crucial to fix current imbalances and give music creators a fair stake in the streaming economy.**



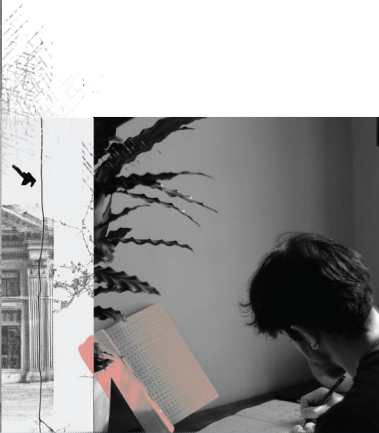
# 3

## Protect European Creators from Platform Exploitation

Non-EU-based video-on-demand (VOD) giants dominate Europe's market, offering opportunities for composers but at a steep cost. These platforms force creators into "buy-out" contracts, stripping them of their EU-protected rights. Creators who resist risk being blacklisted.

The European Parliament has flagged these buyouts as abusive and called for action to stop them. **The EU must introduce laws that prevent these coercive practices and ensure that platforms outside the EU cannot bypass Europe's rules and protections.**

**It's time for EU policymakers to take action to tackle coercive buy-outs.**



# What's been achieved and what's needed now?

During the previous EU term, significant strides were made toward protecting and promoting European creators and their work in the digital age, with dedicated reports from the European Parliament on music streaming and buy-out issues, and the adoption of the AI Act.

But they were only the first step.

Progress in these areas will require yet more collaboration and determination to be transformed into effective implementable measures at EU level, and new legislative proposals from the European Commission.

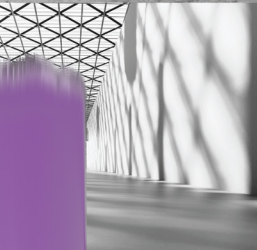
**These include in particular:**

- **Clear actionable measures at EU level to ensure licensing of copyright protected works and appropriate remuneration of creators by Generative AI services.**
- **A dedicated legislative proposal to tackle coercive buy-out practices imposed on authors and composers, and circumvention of EU's protective measures by non-EU-based VOD platforms.**
- **Introduction of new or additional rules at EU level requiring algorithmic transparency and discoverability of European works on music streaming platforms.**





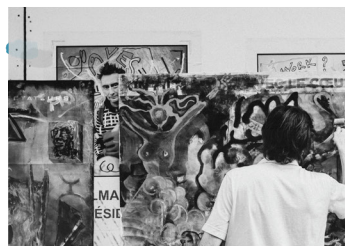
# WHO ARE WE?



GESAC comprises 32 authors' societies from all over Europe. We represent over 1.2 million creators and rightsholders in the areas of musical, audiovisual, visual arts, literary and dramatic works.

As the largest organisation representing authors and composers in Europe, GESAC has played a pivotal role in shaping EU policies in the fields of culture and copyright/authors' rights over the last 35 years.





**More information:**  
authorsocieties.eu  
secretariatgeneral@gesac.org  
+32.2.511.44.54

