



Position Paper on the EU Copyright Framework

The CMBA is fully committed to contributing to strengthening Europe's competitiveness and stimulating investment for the purpose of job creation - a priority goal identified by the European Commission in its Digital Single Market Strategy. As the European Commission continues working on potential legislative proposals in the context of the Digital Single Market, the CMBA wants to ensure that copyright will be able to continue to promote innovation, investment in cultural and linguistic diversity as well as guarantee the best access and choice for audiences.

Creative and media industries are key contributors to the development of digital society and the economy to the benefit of all European citizens. Producers and publishers are essential in the creative chain, by taking financial risks and bringing works to the wider public and by playing a vital and unique role as the only major source of investment in producing, developing, marketing and distributing creative quality content. They are also responsible for bringing the various elements of the creative process together.

Investment and innovation relies on the freedom to contract and to negotiate. For Europe's creative sector to deliver additional growth, jobs, and keep meeting consumer wishes in a culturally diverse Europe, we depend on contractual freedom and on exclusive rights.

The freedom to choose from an array of local, national, multi-territorial or pan European licenses is crucial to raise the necessary financing to produce content and to ensure optimal marketing, distribution and access for consumers. Mandating cross-border access would ultimately marginalise smaller markets and less widely-spoken languages, resulting in less choice for consumers and impoverishment of national and regional online offerings.

The dissemination of digital content is expanding rapidly across all platforms and devices. Consumers, users and businesses have access to content via flexible tailor-made agreements. Such agreements enable for example e-lending schemes all across Europe. Access to innovative educational materials and e-learning solutions are also being put in place across Europe and agreements allowing for Text and Data Mining are a regular practice for publishers.

Creative and media industries need a fair digital marketplace in order to grow and be able to continue to invest in creativity, production, marketing and distribution. Market distortions should be avoided, and there should be a level-playing field between all online platforms offering copyright content. In particular, it should be clear that copyright rules apply to all platforms that are actively involved in the distribution of copyrighted works.

The Creative and Media Business Alliance (CMBA) is an informal grouping of some of Europe's top media and creative businesses and industry associations. Information at: www.cmba-alliance.eu



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CMBA Member Associations

