THE EUROPEAN COPYRIGHT DIRECTIVE

5 Things you need to know

1. It’s a vital step towards paying Europe’s creators fairly

Certain types of online services such as Google’s YouTube exploit creative content such as music by allowing users to upload it onto their sites, then profit by selling highly lucrative advertising targeted at fans who visit these sites.

These ‘User Uploaded Content’ (UUC) platforms have become the largest on-demand music services, but they avoid paying creators fairly by claiming they are not responsible for the content distributed on their platforms. This is also an unjust advantage over other digital services.

YouTube, for example, pays less than €1 per user per year; in contrast, Spotify pays 18 times that figure. This gulf between the value of music exploited and compensation to creators is known as the Value Gap.

2. It enables the virtuous cycle of investment needed to support Europe’s creative industries

Music and the arts are at the heart of European identity and culture, they reflect and celebrate our core values. But today, their sustainable health is in jeopardy.

It takes real investment, talent, hard work and long-term commitment to create and produce copyright works such as music, films or books.

If large technology platforms can exploit artists’ content without paying fair licence fees, we risk losing the next generation of Europe’s artists and musicians.

3. It will create a fairer music licensing environment

The legislation is designed to create a fairer music licensing environment where no platform gains unfair advantage over other digital services. The legislation provides that UUC platforms can no longer avoid their responsibilities and should take a fair licence, as services such as Spotify and Deezer do. By levelling the playing field, it will help foster digital innovation across competing services and secure a sustainable future for European music creators and digital innovators. Notably, opponents have made false claims that are addressed below:

It will not “break the internet” or “limit free speech”

First, the proposal does not alter the way in which users experience the internet, nor does it require the use of “upload filters” as mischaracterised by opponents.

In fact, the proposal provides flexibility on how platforms, working with content creators and owners, should prevent unauthorised content from getting onto their services. One possible technological solution, has long been used by UUC services and social media platforms. ‘Automatic content recognition’ technology is already commercially available, off-the-shelf, to businesses of all sizes and is already widely used by online UUC services to identify works to determine which artists are to be paid when their music is played.

Second, nothing in the proposal changes “free speech” protections nor limits any original expression of thought, creativity, political commentary, satire, or any other form of expression which is today not covered by copyright.

The European Data Protection Supervisor confirmed that the proposal does not cause any such problems:

“Article 13(1b) explicitly requires Member States to ensure that any measures are proportionate, that the balance between fundamental rights of users and rightsholders is preserved, and that no general obligation to monitor the information transmitted or stored is imposed. These guarantees would seem to provide sufficient protections as required by the Charter.”

EDPS REPORT, JULY 2018

It will not reduce the amount of content available online

The music industry is a digital industry that has turned a long period of decline into nascent growth with investment in new, online, music services. Musicians and record companies want their music to be heard and enjoyed online by as many people as possible.

Artists and content creators would not support the Copyright Directive if it restricted their ability to reach their audience.

Europe represents

One-third

of the world’s music market;

the Value Gap jeopardises:

Jobs Growth Innovation
4 Big Tech is fighting this to protect its own interests

Large technology platforms are eager to continue exploiting, at little or no cost, the creative content which generates the traffic from which they are making vast sums of money via advertising and user data. No one goes to YouTube for the advertising; they go to YouTube to access the creative content - without these users, platforms couldn’t sell advertising.

To protect their unfair advantage, these platforms have exerted extraordinary pressure on the European Parliament. These efforts have nothing to do with ensuring availability of content but are about maintaining the current situation where they can profit from European creators’ work without fair compensation.

5 1000s of artists are calling for your support

Watch Plácido Domingo, James Blunt, Francis Cabrel, The Vienna Philharmonic Orchestra, Max Martin, Udo Lindenberg and many more call directly on their MEP to support this Directive.

Watch videos here!

We need your support!

European artists, creators and content owners urge Members of the European Parliament not to allow Europe’s vibrant culture to fall victim to the greed of global internet platforms.

We need MEPs to recognise and secure the value of Europe’s culture.

Vote on 12 September

Vote in support of the Copyright Directive

Vote in support of European creation and innovation

Paul McCartney

3rd July 2018

An Open Letter to the European Parliament

Dear Members of the European Parliament,

I write to urge your support for the mandate on Copyright in the upcoming plenary vote this week.

Music and culture matter. They are our heart and soul. But they don’t just happen: they demand the hard work of so many people. Importantly, music also creates jobs and economic growth and digital innovation across Europe.

Unfortunately, the value gap jeopardizes the music ecosystem. We need an internet that is fair and sustainable for all. But today some user-upload content platforms refuse to compensate artists and all music creators fairly for their work, while they exploit it for their own profit. The value gap is that gulf between the value these platforms derive from music and the value they pay creators.

The proposed Copyright Directive and its Article 13 would address the value gap and help assure a sustainable future for the music ecosystem and its creators, fans and digital music services alike.

Please vote to uphold the mandate on Copyright and Article 13. You hold in your hands the future of music here in Europe.

Thank you for your consideration.

Sincerely,

[Signature]

Sir Paul McCartney

Read Sir Paul McCartney’s letter to MEPs asking them to pass the Copyright Directive here.