

Ministers of Culture take a stand for creation in Europe

Three months after the Council has adopted its general approach, the negotiation of the copyright directive proposal faces a turning point with the upcoming vote of the European parliament.

We, as ministers in charge of cultural affairs, wish that this crucial negotiation for the future of cultural and media diversity in Europe moves on smoothly.

We trust that appropriate compromises can be found through discussion, which can strike a fair balance between the various interests at stake while keeping the essence of the reform.

We fully recognize that the ongoing discussion on copyright directly questions what we want the European Union to be, and the ability for Europe tomorrow to defend its collective interests and values in the digital environment.

A one-time opportunity for cultural diversity in Europe

Creative industries account for 4.2 % of the GDP and more than 7% of the employees; they benefit from the extraordinary talent and creativity of artists and companies from our continent.

With the copyright reform, creators, companies and the public should benefit from a more balanced legal framework, with the view to obtain a better functioning digital market place.

We should not foster a world where a handful of global companies capture the main value generated by works in the digital environment created by other.

New rules are necessary so that more works are made available online and that copyright can effectively be used as a legal basis for a fair remuneration of creators and publishers with respect to the online exploitation of their works, in particular by online platforms which have become main sources to access content online. At the same time, freedom of speech, the interests of the public and the works' users must be fully taken into account through balanced solutions, new targeted exceptions and a facilitated access to content.

A crucial challenge for media pluralism and the press independence

We believe that a new neighboring right is needed to enable publishers to better negotiate the use of press articles by Internet giants. The ultimate aim is to maintain a fully diverse media landscape.

In order to support the independence of the press sector and media pluralism, we believe that Europe is the best level for such an intervention, which becomes all the more necessary in light of the risks for democracy linked to disinformation.

An essential piece in a strand of work aiming at ensuring the sovereignty of Europe in addressing some of the challenges raised by the digital environment

The proposal on copyright is an essential part of a strand of action which, while fully embracing the digital revolution and its important benefits to society, aims at ensuring that

Europe can defend its own model and impose more responsibility and fairness on Internet giants despite lobbying efforts.

More fairness will be also introduced thanks to the revised Audiovisual media service directive, which creates new obligations on certain online platforms to protect minors from harmful content and all citizen from incitement to hatred or violence, while ensuring that new on demand audiovisual services promote the production and distribution of European works.

Fairness and cultural diversity are at the core of the copyright reform and what we want for Europe.

The result of the reform will say a lot of our capacity to freely define the rules applicable to our market of more than 500 millions of consumers. We need a legal framework that both incentivizes and rewards the creation, in the interest of the whole society and cultural and media diversity.

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