



Modernisation of EU copyright rules

**Presentation of the copyright
package adopted on 14/09/2016**

Background

- Digital Single Market Strategy (May 2015): need to address in the EU copyright framework the key obstacles to the functioning of the DSM
- Commission's Communication on the modernisation of the EU copyright framework (December 2015): targeted actions and long-term vision
- Proposal for a regulation on cross-border portability of online content services (December 2015) – ongoing discussions in Council and EP
- Second copyright package adopted on 14 September 2016

Copyright modernisation package adopted on 14 September

- 4 legislative proposals and an accompanying Communication:
 - ✓ Regulation on online transmissions and retransmissions of TV and radio programmes
 - ✓ Directive on copyright in the Digital Single Market
 - ✓ Implementation of the Marrakesh Treaty for people with print disabilities through a Directive and a Regulation

Three main objectives

1. Facilitating cross-border access to copyright protected content online
2. Modernising the EU rules on key exceptions and limitations in the areas of research, education, and preservation of cultural heritage
3. Introducing fairer rules of the game for a better functioning copyright marketplace

1 - Facilitating cross-border access to content online

- Measures to facilitate the **clearance of rights for broadcasters online services** (live TV, catch-up) and **retransmission service providers** (IPTV, satellite, mobile)
→ will help broadcasters to make their programmes available online across the EU and retransmission services to offer more foreign channels in their packages
- Legal framework to help cultural heritage institutions to digitise and make available across borders **out-of commerce works**
- Negotiation mechanism to facilitate the **licensing of European films on VoD platforms**

2 - Modernising the EU rules on key exceptions and limitations

- New copyright exceptions – mandatory for Member States:
 - For digital uses of protected content to **illustrate teaching**, including across borders → to provide full legal certainty to educational establishments and teachers
 - For **text and data mining** → to allow research organisations to use new automated technologies to analyse large sets of data for scientific purposes in all legal certainty
 - For **preservation** → to allow cultural heritage institutions to make copies (including digital) of protected works for preservation purposes
 - For the benefit of **blind or otherwise visually impaired persons** → to overcome barriers to accessing books and other print material

3. Introducing fairer rules of the game for a better functioning copyright market place

- Introduction of a **new related right for press publishers** to strengthen the bargaining power of the press industry in the online environment
- New rules requiring that **online services providing access to large amounts of content uploaded by users** put in place appropriate measures and cooperate with right holders →to allow right holders to negotiate on a fairer basis with players which have become important content distributors.
- New rules to ensure **increased transparency to authors and performers** on the exploitation and remuneration of their works and help them to obtain appropriate remuneration