

Gold Plenary Day Afternoon Sponsor



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Deputy Head of Cabinet

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AMEC & FIBEP in Brussels

Facing the European Commission Directive on Copyright

KANTAR MEDIA





**“Shoot for the moon.
Even if you miss,
you'll land among the stars.”**

Norman Vincent Peal
The Power of Positive Thinking

Working in Brussels: what does that mean?



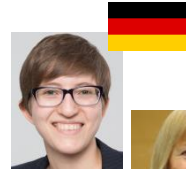
Commission
nominated by
member states

proposes
legislation

Council
governments of the
27 member states

Parliament
directly elected by
European citizens

jointly
decide on
legislation



What do we want?

Exhaustivity

360° media eco system

Flexibility

in searching & using
the content in our prod process



Simplification

In the process for paying copyright
(One stop shop)

Fair European env.

No discrimination

FIBEP SURVEY 2014 - Western Europe

60% Agreement with Licensing bodies

32% Individual agreement with publishers

28% Contracts between rightholders & clients

9% : Copyright is not an issue in their region



Fair remuneration

What do we ask? What do we expect?

R. 1 Clarification and harmonisation of the existing copyright exceptions

- ✓ To make quotes and titles reproductions mandatory exception to copyright
- ✓ To make media analysis mandatory exceptions to copyright

R. 2. Ensure an adequate remuneration of rightholders for MM&A Activities.

- ✓ To Acknowledge the role & the value of copyright right organisations
- ✓ To encourage them to deliver multi-territorial license

R. 3: Adapt copyright rules to the digital environment.

- ✓ Hyperlink status – clarify the communication to a new public concept
- ✓ Make text and datamining a mandatory exception to copyright

THANK YOU FOR YOUR ATTENTION

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