

# Copyright Harmonisation in the EU:

*Securing a Borderless Single Market in the Digital Age*



**Wednesday 26<sup>th</sup> March 2014**  
NH Hotel du Grand Sablon  
Brussels



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## Overview

The digital economy has been a major driver of growth in the past two decades, and is expected to grow seven times faster than overall EU GDP in coming years. In Europe, the value of EU recorded music alone is €6bn with creative industries accounting for 3% of EU27 employment (around 6.7m jobs). There are new ways of providing, creating and distributing content online with new ways of generating value, and there is still more economic potential to be drawn from creative industries in Europe.

Copyrights, the rights granted to authors and performers, producers and broadcasters to ensure that those who have created or invested in the creation can receive remuneration for it, have significant economic and social importance. As such, the European Commission aims to ensure that copyright and copyright-related practices, such as licensing, remain fit for purpose in the current digital age. As part of its on-going efforts to review and modernise EU copyright rules, the European Commission has launched a public consultation inviting stakeholders to share their views on the EU copyright rules with the completion of its review in Spring 2014.

Whilst good progress has been made in delivering the copyright-related actions identified in the *Digital Agenda* and the *Intellectual Property Strategy*, work still needs to be done to ensure effective single market in the area of copyright. The trilogue agreement on collective rights management (November 2013) lays the foundation for modern copyright licensing in the single market. The new directive will modernise the functioning of all collective management organisations across Europe and facilitate multi-territorial licensing of musical works for online use.

This timely international symposium provides an invaluable opportunity for key stakeholders within the public and private sector to explore the measures that are being taken to tackle territorial fragmentation of copyright laws and move towards a borderless EU digital single market, with access to content guaranteed across all Member States.

The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate with local and regional practitioners and policy makers at EU level.

“ **My vision of copyright is of a modern and effective tool that supports creation and innovation, enables access to quality content, including across borders, encourages investment and strengthens cultural diversity. Our EU copyright policy must keep up with the times.**”

- Michel Barnier, Internal Market and Services Commissioner, December 2013

“ **Our aim is to ensure that European creators and industry develop new content and digital services so our cultural wealth reaches broader audiences and is preserved for future generations.**”

- Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth, November 2013

“ **I've long said that we need to modernise copyright for the digital age: many of the rules have been in place since before things like YouTube, Facebook or data-mining techniques even existed. And, no matter what perspective you bring to the debate, it is obvious that the current fragmented rules in Europe and elsewhere have created frustrations.**”

-Neelie Kroes, European Commissioner for the Digital Agenda, December 2012

## Venue and Accommodation

NH Hotel Grand Sablon,  
Rue Bodenbroek 2/4. B-1000 Brussels  
Belgium



## Why Attend?

- ✓ **Assess the EU copyright framework addressing territoriality and discuss how a borderless single digital/online market can be secured**
- ✓ **Consider how Member States can move towards achieving harmonisation and ways in which limitations and exceptions to copyright can be addressed**
- ✓ **Discuss how to combat illegal offers and piracy and assess ways in which effective recognition and remuneration of rights holders can be guaranteed**
- ✓ **Examine new approaches to the imposition and administration of private copying levies**
- ✓ **Explore how equal rights can be ensured especially for sensory-disabled people, further to the Marrakesh Treaty**

## Who Should Attend?

- Copyright Specialists and Officers
- Licensing Officers
- Programme Managers
- Project Managers
- Collecting Societies
- Library Managers
- Authors
- Executive Directors
- IP Law Experts
- Copyright Law Experts
- Media Experts
- Internet and E-Commerce Experts
- Film and Sound Record Producers
- Book and Newspaper Publishers
- Broadcasters
- European Telecom Operators
- National Governmental Organisations
- Legal Advisers
- Local and Regional Government Departments and Bodies
- Regulatory Bodies
- Citizens Advice
- Third Sector Practitioners
- Private Sectors Employers
- Public Sector Employers
- Campaigning Organisations
- International Organisations
- Sensory-Disabled People Associations
- Academics, Researchers and Analysts

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## Programme

- 09:15** Registration and Morning Refreshments
- 10:00** Chair's Welcome and Opening Remarks
- 10:10** **Towards Harmonisation of Copyright Law in the EU**
- Reviewing the EU Copyright Rules and the 2001 Directive on Copyright and Related Rights in the Information Society
  - Enabling Cross-Border Availability of Content and the Portability of Services
  - Protecting Trade Secrets and Confidential Business Information Across the Internal Market
  - Assessing Copyright Exceptions and the Pursuit of Public Policy Goals
  - Recommendations for Future Policy Developments
- 10:40** **First Round of Discussions**
- 11:10** Morning Coffee Break
- 11:30** **Funding for Creation – Striking the Balance between the Competing Interests of Producers and Consumers**
- Assessing the Contribution of Intellectual Property Rights Intensive Industries Towards Economic Performance and Employment in Europe
  - Discussing the Proposal of the Directive on Collective Management of Copyright and Multi-Territorial Licensing of Rights
  - Exploring Possible New Approaches with Regards to the Imposition and Administration of Private Copying Levies
  - Recommendations for Future Action
- 12:00** **Second Round of Discussions**
- 12:30** Networking Lunch
- 13:30** **Cultural Diversity and the Future of Access to Content in Europe**
- Discussing Licences for Europe – Final Document: "Ten Pledges to Bring More Content Online"
  - Facilitating the Deposit and Online Accessibility of Films in the EU for Both Commercial and Non-Commercial Purposes
  - Enabling the Efficient Use of Text and Data Mining (TDM) for Scientific Research Purposes
  - Enabling Access to Copyrighted Work for Sensory-Disabled People - Debating the Marrakesh Treaty
  - Past and Ongoing Initiatives - Lessons Learned and Recommendations
- 14:00** **Third Round of Discussions**
- 14:30** Afternoon Coffee Break
- 14:50** **Online Copyright Enforcement in the European Union**
- Tackling Copyright Issues in the Context of Cloud Computing
  - Presenting Sustainable and Innovative Business Models for Online Content
  - Assessing the Role of Online Advertising in Funding Content-Creators
  - Fostering Transparency on Legitimate and Non-Legitimate Uses of User-Generated Content
  - Discussing the Future of Publishing and TV-Broadcasters in the Digital Space
  - Conclusions and Recommendations
- 15:20** **Fourth Round of Discussions**
- 15:50** Chair's Summary and Closing Comments
- 16:00** Networking Reception
- 16:30** Symposium Close

## Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact:

Parvin Madahar on +44 (0) 20 3137 8630

or email [parvin.madahar@publicpolicyexchange.co.uk](mailto:parvin.madahar@publicpolicyexchange.co.uk)

## Event Details

**Date:** Wednesday 26<sup>th</sup> March 2014

**Time:** 10:00am – 4:30pm

**Venue:** NH Hotel du Grand Sablon, Brussels



## Key Speakers

- ✓ **Joe McNamee**, Executive Director, European Digital Rights (EDRi) (confirmed)
- ✓ **John Higgins**, General Director, Digital Europe (confirmed)

## Forthcoming Events

Transforming Long-term Care in Europe: Improving Quality and Ensuring Access  
*28th January 2014*

Green Growth, Green Jobs: Integrating Employment and Environmental Policies Across Europe  
*29th January 2014*

Boosting Employment in the EU: Developing Skills and Reducing Social Exclusion  
*18th February 2014*

Implementing the Common European Asylum System: Towards Better Protection and Fairer Procedures  
*19th February 2014*

Improving Mental Health in the Workplace: Towards Better Prevention and Inclusion in Europe  
*25th March 2014*