

The Digital Agenda in 2011

- Future of copyright



The legislation

The EU Commission is working on a number of policy documents under the “Digital Agenda” (replacing “Content Online”), many of which are significant to EPC members. At the heart of the Digital Agenda is the future of the Commission’s Strategy on Intellectual Property, which is due to be unveiled in the Spring of 2011.

Led by Commissioner Neelie Kroes in close partnership with Commissioner Michel Barnier – who is responsible for any initiatives on copyright specifically, the Digital Agenda outlines policy actions in six main areas that were identified in a Communication published in April 2010:

1. Very fast internet access;
2. A digital single market to include: *A single market for telecoms services; Removing obstacles to cross border online retailing; Simplifying copyright clearance and management; Digitising European cultural heritage; and Stimulating digital business by making available public sector information*
3. A sustainable digital society
4. Trust and security
5. Research and innovation
6. Open standards and interoperability

Key actions proposed include:

- implementation of a European Spectrum Strategy encouraging Member States to allocate the spectrum needed for new wireless broadband markets;

-Establishing an EU-wide Online Dispute Resolution system for eCommerce transactions;

-Facilitating streamlined, pan-European content licensing, establishing rights information databases and exploring the possibilities of **EU-wide copyright laws**

-Proposal for legal measures to foster EU-wide online broadcasting;

-Establishing a legal framework to facilitate digitisation and dissemination of European orphan works and a new legal instrument to fund Europeana (see separate fact sheet for details).

The Commission will set up an annual “Digital Agenda Scoreboard” to measure progress on the six key areas and a strategic review will take place in 2012.

Digital Agenda policy also includes an **“Action Plan”** with a remit that includes many possible initiatives or laws affecting EPC members, including:

- Review of the CABSAT Directive
- European Copyright Title;
- European Patent
- Rights information database

- Governance and transparency of collective rights management
- Standardisation of ICT technologies
- Charter of Internet Rights
- European Trustmarks
- Consumers contracts online
- Orphan works
- Europeana
- Data Protection
- Digital Literacy
- Online dispute resolution

EPC position

EPC will be focussing on ensuring that, whilst promoting an “open” internet, legislators acknowledge the role that IPRs have to play in securing the economic viability and future innovation of the creative content sector without which the digital economy will fail.

The EPC opposes any major changes to copyright law, proposing instead that rights expressions standards and internet-friendly tools are implemented to facilitate the making available of copyright works online and to build end-to-end processes for consumers and businesses alike. In this way we can make existing copyright law work in the online environment as it was designed to work in the offline one.

As our contribution to the Digital Agenda, the EPC presented a “Big Idea” to the Commission which was one of only seven chosen by the Commission in 2010. This is now being taken forward to the Commission’s Digital Assembly in June 2011. See separate fact sheet for details and project overview here:

<http://www.epceurope.org/factsheets/epc-a-big-idea-from-the-european-publishers-council.shtml>

Useful docs:

[Digital Europe - a vision for the next 5 years](http://ec.europa.eu/eu2020)

<http://ec.europa.eu/eu2020>

<http://www.epceurope.org/factsheets/the-answer-to-the-machine-is-in-the-machine-fags.shtml>

talk to use

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