

The Communication - Action Plan and Lighthouse Projects

On 3 March 2010, the President of the European Commission unveiled a far-sighted agenda based on five measurable **EU targets for 2020**: for employment; for research and innovation; for climate change and energy; for education; and for combating poverty. One of the headline targets lies at the heart of the future of the creative industries: **Smart growth – an economy based on knowledge and innovation**. This paves the way for a new **“Digital Agenda”** recognising the key role and importance of the creative economy in reaching the goals of EU 2020 - *“To create a true single market for online content and services (i.e. borderless and safe EU web services and digital content markets, with high levels of trust and confidence, a balanced regulatory framework with clear rights regimes, the fostering of multi-territorial licences, adequate protection and remuneration for rights holders and active support for the digitisation of Europe's rich cultural heritage, and to shape the global governance of the internet.”*

The Commissioner for the Digital Agenda, Neelie Kroes, is due to adopt and publish a **Communication** setting out the strategy later in May. As previewed in the EU 2020 strategy the Digital Agenda is likely to **outline policy actions in six main areas**:

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
 - 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.



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.

We expect the Digital Agenda to include a detailed **“Action Plan”** with a remit that includes many issues affecting EPC members, possibly 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

We also expect a range of **“Lighthouse Projects”** which aim to provide direction and funding in key areas, two of which concern us: The first is an extension to the digital libraries project including the setting up of **a Rights Registry**.

The second is to build a Pan-European platform for **Catch up TV** providing access across all EU-27 to TV, (online and mobile content).

EPC concerns

EPC will be focussing on ensuring that, whilst promoting an “open” internet, legislators acknowledge the role that IPR 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 will be promoting ACAP (Automated Content Access Protocol) as the online tool required to communicate copyright online.

Useful docs:

[http://ec.europa.eu/eu2020/Economic growth in Europe](http://ec.europa.eu/eu2020/Economic%20growth%20in%20Europe)

talk to use

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