



## Creators' Response to Reflection Document on Creative Content in a European Digital Single Market

To: DG Markt & DG InfoSoc (avpolicy@ec.europa.eu & markt-d1@ec.europa.eu)

The undersigned organisations – representing the interests of writers, literary translators, screenwriters, film directors, journalists, visual artists as well as audio and audiovisual performers\* – believe that further European legislation regulating the contractual environment in the creative industries is necessary to ensure high-quality independent European cultural production and the full functioning of the internal market.

We welcome and thank the Commission for the invitation to comment on the Reflection Document on Creative Content in a European Digital Single Market: Challenges for the Future.

We particularly welcome the Commission having made clear in the Reflection Document the need to create:

a favourable environment in the digital world for creators and rightholders, by ensuring appropriate remuneration for their creative works, as well as for a culturally diverse European market;<sup>1</sup>

and the recognition that there is no point in discussing Creative Content without ensuring that it is possible for professional creators – individual authors and performers – to make a decent living:

easier access to creative content will have to be combined with adequate protection of rightholders in order to furnish a growing and more diverse content market. Wider access to content, with more attractive business models for tackling piracy and creating new revenue streams, can only be achieved with more effective licensing mechanisms and financial incentives.<sup>2</sup>

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1 From the Introduction to the Reflection Document, [http://ec.europa.eu/avpolicy/docs/other\\_actions/col\\_2009/reflection\\_paper.pdf](http://ec.europa.eu/avpolicy/docs/other_actions/col_2009/reflection_paper.pdf) accessed 23/11/2009

2 From Section 5 of the Reflection Document, *op cit sup*.

A prime goal of European policy must be to ensure that professional creators are able to meet the needs of their audience in terms of quality and diversity of creative works. We also wish to stress that appropriate remuneration for the use of our members' works in the digital and analogue world should encompass ongoing fair compensation based on unwaivable rights.

The signatory organisations will make separate submissions dealing with their own members' particular interests and concerns, and hope that the Commission agrees that this statement of our common concerns is useful to an effective consultation process.

European Federation of Journalists (EFJ)

European Visual Artists (EVA)

European Writers' Council (EWC)

Federation of European Film Directors (FERA)

Federation of Scriptwriters in Europe (FSE)

International Federation of Actors (FIA)

International Federation of Musicians (FIM)

\* The signatory organisations represent approximately 350,000 individual creators – authors and performers – throughout the European Union.