



Say **Yes** to **Culture** and **Creativity!**

**A call for an ambitious European policy
for creators**

Cultural and Creative Industries (CCIs) are the third biggest employer in Europe and key to the EU's digital economy and growth. **Creators are at the heart of this sector**, which also plays an essential role in **building a European identity** while sustaining social cohesion.

Recent achievements of the EU institutions have gone a long way to strengthening copyright and authors' right and improving the necessary financial support for creative industries.

However, **there is still more to be done to** unlock the potential of European CCIs and promote European creativity.





CREATORS' PRIORITIES

We, creators from all over Europe, representing all creative sectors, call on you, European decision-makers and Members of the European Parliament, to develop an ambitious policy that would strengthen Europe's position as a leader on cultural and creative industries. To be competitive, Europe must create conditions that enable creativity and innovation to flourish. We therefore believe that the following points should be a priority:

- 1** Ensure that the **transposition** and **implementation** of the newly adopted **copyright directives**¹ are carried out smoothly so remuneration of creators and return on investment from CCI improve.
- 2** Ensure a **fairer** and **more sustainable European online market**, not one that is increasingly dominated by US-based video-on-demand services who create difficulties for European industry and creators. Unfair contractual practices and **buyout contract clauses** imposed by such platforms need to be further studied to explore the most sustainable and fair standards.
- 3** Maintain application of EU copyright law on electronic devices making copies of creative works to **avoid free riders**. The aggressive attacks of non-European device manufacturers, such as Samsung, Apple and Huawei, to change EU law on **private copying** at the expense of European creators and consumers should be stopped.
- 4** Reinforce **Horizon Europe and Creative Europe** funding schemes. Existing support schemes should be strengthened to encourage new forms of creation and promotion of creative content. In addition to established schemes for the audio-visual sector, specific financial support for the music sector with the Music Moves Europe programme and a European Music Observatory need to be adopted.
- 5** Break silos to ensure the adaptation of and **coherence between policies**. In particular, EU competition and trade policies must give careful consideration to the **specificities of the cultural sector**.

¹ Directive (EU) 2019/790 of the European Parliament and of the Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC, and Council Directive 93/83/EEC of 27 September 1993 on the coordination of certain rules concerning copyright and rights related to copyright applicable to satellite broadcasting and cable retransmission





The CCIs: a key driver of Europe's economy

- **A major source of growth and employment**
CCIs account for almost 4.4% of EU GDP, 5.3% of the EU's total GVA, and provide more than **12 million jobs**. They attract young workers, rely heavily on local workforces and contribute to regional development.¹ CCIs also employ 2.5 times more people than the car industry, 5 times more than the chemical industries and 6 times more than the telcos.²
- **Contribute to the EU's global leadership**
European CCIs include many global industry leaders. They are renowned corporations, mid-sized companies and start-ups that create, develop and test new products and innovative business models, making Europe more attractive to investors and more influential globally.
- **At the forefront of digital development and innovation**
Cultural and creative works are the main raw material of digital economies, driving the creation and growth of a number of digital sectors. Example: growing consumer interest in enjoying creative works such as music and film whenever and wherever has driven the growth and take-up of telecom operators, smart phones and online sharing platforms.
- **Empowered by intellectual property rights**
The CCI ecosystem heavily relies on IP rights that ensure the fair remuneration of creators and reward investments in talent, the arts and culture.

The creators: at the heart of CCIs

- **At the source of the creative economy's value chain**
Creators are the first investors in this market through their talent, energy and time. Their determination to live off of their creativity and remain creative is itself a risk.
- **Helping build a Europe that's united in diversity**
Culture's intrinsic value goes beyond leisure, entertainment, jobs and economic growth. Literature, music, theatre, newspapers, film, art and architecture all contribute to enriching our daily lives. The creative arts bring us closer together, forge a common language of understanding and define our cultural identities and values.
- **Relying on the collective management of their rights**
Creators are brought together and represented by their authors' societies. Such societies allow them to earn a living from the use of their works on different services and platforms.

¹ European Parliament Report on a coherent EU policy for cultural and creative industries (2016/2072(INI)); Rapporteurs Christian Ehler, Luigi Morgano

² EY Study Creating growth – Measuring cultural and creative markets in the EU - 2014





Strengthening creators and CCIs strengthens Europe

- **Sustainable and fair market conditions**

The European Digital Single Market is one of the biggest in the world, with more than 511 million consumers. The strength and dynamism of the EU's cultural and creative sector should be maintained to ensure that it grows hand-in-hand with the digital economy.

- **Europe and CCIs: a winning pair**

On several occasions during the last 30 years, the European institutions have recognised the necessity of a strong and efficient authors' right and copyright legislation.

The Copyright Directive, adopted in May 2019, addresses key issues for the Digital Single Market for creative content. A paradigm shift is under way, whereby big digital platforms, such as YouTube and Facebook can no longer freeride and must instead fairly remunerate creators and reward investment in talent, arts and culture.

- **Stronger recognition of the CCI's importance**

The European Parliament's approval of a new culture programme, Creative Europe, in March 2019, including a significant budget increase, and the introduction of creative industries as a new intervention area in Horizon Europe 2021-2027, are important achievements.

Nevertheless, Europe still needs a much stronger commitment to invest in the cultural and creative industries if it intends to remain the world leader in this sector and a hub for creativity.

GESAC (European Grouping of Societies of Authors and Composers) comprises authors' societies from across the European Union, Iceland, Norway, and Switzerland. As such, we represent more than 1 million creators and rights holders in the areas of musical, audiovisual, visual arts, and literary and dramatic works.



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