



Communiqué Paris, May 24, 2022

## Meta and LaScam are committed together in favor of French audiovisual creation

- The Société civile des auteurs multimédia (“LaScam”) and Meta have reached an agreement demonstrating their joint commitment to culture in France, Belgium, and Luxembourg and audio-visual authors.
- This agreement is the result of an ongoing collaboration based on a data driven approach to evaluate LaScam’s repertoire on Meta’s platforms.
- LaScam and Meta have agreed to continue to collaborate in enhancing tools and resources for a diverse array of rights holders of many types.

Today, the Société civile des auteurs multimédia and Meta have announced that they have reached an agreement that demonstrates their joint commitment to supporting audiovisual authors that drive creation in France, Belgium and Luxembourg. The agreement sees Meta license rights for LaScam’s repertoire on its platforms (e.g. Facebook and Instagram) illustrating Meta’s commitment to intellectual property rights and to the objectives of article 17 of the European Copyright Directive.

To reach an agreement, LaScam and Meta worked closely in taking a data driven approach to evaluate LaScam’s repertoire on Meta’s platforms. In doing so, they have agreed on a licensing framework that is consistent with the parties’ commitments to intellectual property rights, while also respecting the business model of Meta.

As a result of this license, users in France, Belgium and Luxembourg will be able to continue to view and share audiovisual works in LaScam’s repertoire freely amongst their communities on Meta platforms and authors of these works will be remunerated accordingly.

**Hervé Rony, CEO of LaScam, said:** *“I welcome this historic agreement as it is the first of its kind in the audiovisual sector in France, Belgium and Luxembourg and, I believe, in Europe, signed following the Copyright Directive. I am delighted to see that, after in-depth negotiations, we have been able to defend our respective interests and put in place a protective framework for the rights of our members on very important social networks. This demonstrates our ability to adapt to the changing media environment. And this is promising for the future and the partnership that starts today.”*

**Laurent Solly, Vice-President Southern Europe of Meta, said:** *“The signing of this agreement reaffirms our unfailing commitment to work to protect and support French audiovisual creation. It constitutes a major step in the long-standing action that we are carrying out alongside players of the world of culture in favor of the promotion of audiovisual works and the protection of intellectual property, in the service of the creation of value for the French cultural ecosystem.”*

Meta has a long-standing commitment to rights holders by building tools like Creator Studio and Rights Manager to provide insights on their content and control how, when, and where their content is shared

on Meta platforms. In addition, LaScam and Meta have also agreed to collaborate on enhancing tools that support a diverse array of rights holders.

LaScam and Meta are both active participants in the French and European cultural landscape and look forward to continued partnership in further developing a healthy ecosystem for users and rights holders alike.

**About LaScam:**

LaScam comprises directors, authors of interviews and commentaries, writers, translators, journalists, video makers, photographers and illustrators. These creators form the documentary wealth of the audiovisual, radio and news media sectors. LaScam represents them in dealings with the lawmaker, producers and broadcasters. It negotiates their economic rights, collects and distributes their royalties (over 112 million euros in 2020), asserts their moral rights and defends their future interests. As it represents several hundred thousand works by 49.000 authors in France, Belgium, Luxembourg and French-speaking Canada, it gives each author great bargaining power. In addition, LaScam offers free legal advice, grants for creation aid, funding or training grants and many other benefits for its members.

**About Meta:**

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.