



Creating a Digital Single Market Bringing down barriers to unlock online opportunities

STATE
OF
THE
UNION
2016

EU COPYRIGHT RULES FIT FOR THE DIGITAL AGE

As the world goes digital, we have to empower our creators, protect their works and support our cultural diversity.

I. Better choice & access to content online and across borders

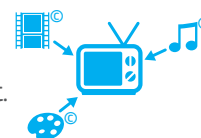


73% of young (16-24) European internet users listen to music, watch TV series and films or play games online ([source](#))

Almost **1 in 5 young internet users** has tried to access services providing content in another Member State ([source](#))

Broadcasters find it complicated to offer online content across borders.

One single episode of a TV series may include different works protected by copyright.



→ **Solution:** The new rules proposed by the Commission will make it easier for broadcasters to enrich their online offers across borders.

II. Improved copyright rules for education, research, cultural heritage and inclusion of disabled people



Education

Students and teachers are eager to use digital materials and technologies for learning, but almost **a quarter of teachers** face copyright-related restrictions in their digital teaching activities ([source](#)).

Research

Researchers encounter difficulties in carrying out text and data mining. For one research-intensive university, it can cost up to **€600,000 per year just to check** that they meet all the license requirements to do what is now an essential part of their work (source: University College London).



Cultural heritage

We need to digitise for future generations the **27 billion pages** of archival records and **11 million hours of audio materials** in Europe’s museums, libraries, film archives and other cultural heritage institutions (source).

It took the Netherlands Institute for Sound and Vision 2.5 years and cost almost €38,000 to clear rights for a collection of 6.700 short films made by non-professionals so they could be made available online.



Blind and visually impaired people

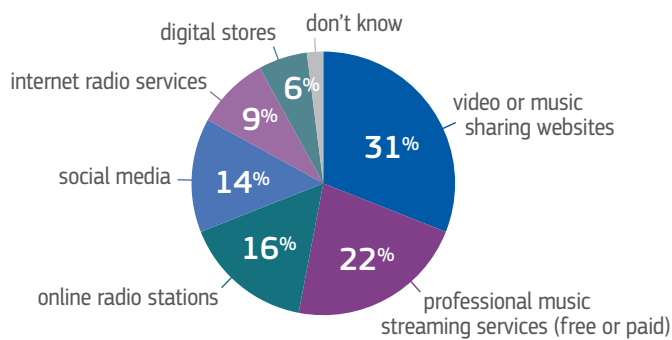
The **26 million blind and visually impaired people** in Europe (source) should not be limited in their access to culture just because the formats they need are not readily available.

→ **Solution:** By introducing 4 mandatory exceptions to copyright rules, the Commission addresses these challenges.

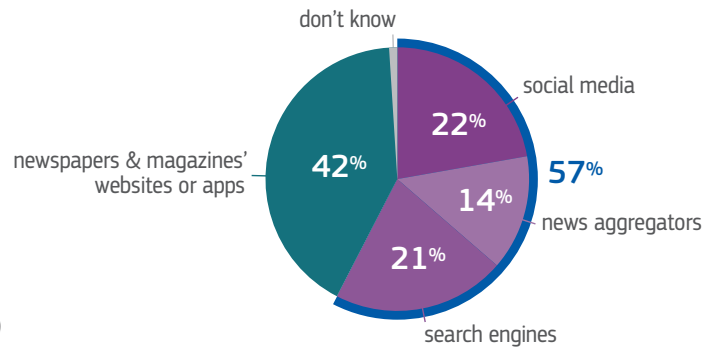
III. A fairer online environment for creators and the press



How people listen to music online (source)



News online market (source)



Right holders benefit from these digital opportunities, but they find it difficult to negotiate with online platforms.

→ **Solution:** The new rules proposed by the Commission reinforce the position of right holders to negotiate remuneration for their creative content.