

President Jean-Claude Juncker

European Commission

Rue de la Loi 200

1049 Brussels

Monday 11 July 2016

Make the Internet Fair for Creators

Dear President Juncker,

We, authors from all artistic sectors, ask that your announced legislative proposal on copyright be a reflection of the needs of creators and their struggle to get a fair deal from the online use of their works. We ask that today more than ever you acknowledge the importance of culture for our united and diverse European identity.

Our sector is one of Europe's top employers and contributes to the continent's force and wealth. Yet emerging artists and the next generation of creators are faced with an unsustainable situation where earning a living from their work is progressively put at risk.

Today, our works can instantly reach far and wide thanks to the Internet, and consumers increasingly rely solely on online access to music, films, TV shows, photos, images, etc. We embrace easier, wider and faster access to works and want consumers to enjoy this opportunity, but only if fair and negotiated remuneration follows.

The dominant players on the market, like YouTube, are platforms built on user uploaded or aggregated content that don't or only barely provide remuneration for our works. Worse yet, the fact that these platforms get away with this pulls the entire market value of creative works down in a never ending race to the bottom.

Start-ups and legitimate businesses are faced with inefficient market conditions, and creators are consistently harmed. It's time to put an end to this! We want creative and artistic careers to exist and to be a viable choice for the next generation of Europeans.

The gravity of this problem calls for more than light fixes. Legislation should acknowledge that the platforms that play a key role in providing access to copyright protected content, whether it be user uploaded or aggregated, should no longer be able to escape liability for their copyright related activities.

Creators worldwide are being harmed by this outdated legislation. And all over the world, governments are waking up to this reality. This is an unprecedented opportunity for Europe to lead a movement that rebalances the market so that creators, consumers and smaller businesses alike get the best possible deal.

We urge you, Mr President, to do everything in your power to guarantee a fit-for-purpose copyright reform. One that will not tolerate an economic and legal loophole for free riders, or the perpetuation of unacceptable harm to creativity and economic growth in Europe.

Yours sincerely,

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