



## Creativity Works!

### 11 Key Principles

---

Like-minded organisations, federations and associations from the European cultural and creative sectors have formed a coalition: Creativity Works! Our objective is to encourage and support an informed dialogue with EU policy-makers about the economic and cultural contribution made by creators and their business partners in the cultural and creative sectors in the digital age. Our members are brought together by a sincere belief in creativity, creative works and content, cultural diversity and freedom of expression.

Through its members, Creativity Works! represents countless creative businesses and creators from all across the EU whose trade and livelihoods depend upon copyright and its effective protection.

Creativity Works! member organisations agree on a number of points that they believe are essential considerations for EU policymakers during their forthcoming work affecting the creative and cultural sectors in Europe. These are outlined below.

\*\*\*

#### *11 Key Principles Regarding Culture, Creativity and Copyright in Europe:*

- Europe's **cultural diversity and our creative edge are strategic assets** underpinning the EU's identity and global soft power. They should be strengthened, not weakened.
- **Our creative sectors are an integral part of Europe's cultural and economic fabric:** images, words, sounds and ideas have increasingly become the drivers of innovation, jobs and growth. IP-intensive industries contribute **26% of EU employment and 39% of GDP**. The core copyright-intensive industries generate **7 million jobs**, contribute approximately **EUR 509 billion** and produce a trade surplus.
- **Copyright is the most effective enabler for the creation, financing, production and dissemination of cultural works.** It is the economic foundation for Europe's cultural and creative sectors, stimulating creation, innovation, investment, production and dissemination.
- **Copyright works: the market is delivering and online offers are booming** – never before have Europeans had access to so many creative works and so much creative content at such low cost.
- **Copyright is an essential tool in ensuring a effective online ecosystem.** Respect for copyright in Europe generally needs to be improved, as it is a fundamental right that promotes cultural diversity, safeguards creators' livelihoods and promotes financial risk-taking in the production, marketing and distribution of creative works. A close cooperation among all stakeholders involved can make the online world a better place for creators and businesses alike

- **Europe’s creative and cultural sectors work hard to give consumers what they want – and have been successful in doing so.** Surveys have shown that accessing content across borders is at most a minor consideration for most Europeans: according to Eurobarometer 411, only 8% of Internet users have tried to access content through online services meant for users in other Member States. 17% of subscribers to online services – meaning less than 4% of Internet users overall – have tried to use their subscriptions while abroad.
- **The evidence in favour of copyright ‘reform’ is an urban legend.** The burden of proof must be on those demanding change to show potential benefits for Europe’s economy and citizens. Empirical evidence shows the content market in Europe is healthily competitive and growing at a faster rate than the wider economy. And this should be the sole basis for judgment.
- **Copyright is flexible and constantly evolving,** be that through **targeted legislative initiatives** or **through market developments,** as businesses of all sizes introduce new creative and cultural works and services for European consumers.
- In a fast-changing global environment, **Europe’s creative sectors rely on legal certainty** to underpin their ongoing investments in developing new, high-quality content and innovative, reliable services for consumers.
- **The creative and cultural sectors are digital sectors.** New technologies must foster creativity, quality content and legal access, not hinder them: copyright ensures that content creators and their business partners can license creative content and works, and so be confident in advance of making a living and of recouping investments.
- **Copyright is a fundamental right that safeguards cultural diversity.** It is a cornerstone for massive investment in diverse and professional content, continued growth and innovation in Europe. The right to property, including intellectual property, is enshrined in the EU Charter of Fundamental Rights. In an EU that is founded on the principles of democracy and the rule of law, weakening the copyright framework may raise constitutional issues at both the EU and national levels.

\*\*\*

*CW! Members include: Association of Commercial Television in Europe (ACT); Centre of the Picture Industry (CEPIC); EUROKINEMA; European Coordination of Independent Producers (CEPI); European & International Booksellers Federation (EIBF); European Writers’ Council (EWC); Federation of European Publishers (FEP); Federation of Screenwriters in Europe (FSE); Independent Music Companies Association (IMPALA); Interactive Software Federation of Europe (ISFE); International Federation of Film Producers’ Associations (FIAPF); International Union of Cinemas (UNIC); International Video Federation (IVF); Motion Picture Association (MPA); International Confederation of Music Publishers (ICMP); Bundesliga; and the Premier League.*