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Real Reform Called for in EU Collective Rights Management

Full review of legal framework essential to promote legal content for all and to ensure technology neutrality

(Brussels 23 April) As the European Commission launches proceedings to boost transparency in the realm of collective management and copyright, the European cable industry is making a call for a full scale review of the rules that govern relationships between rights owners, collecting societies and users of copyrighted content across Europe.

"The cable industry calls on the Commission to take an unbiased approach to reform on rights clearance. We have right before us the opportunity to make a new EU collective rights framework, promote progress and truly rely on the strengths of Europe's single market," said Cable Europe Managing Director, Caroline Van Weede. "Now is the time for Europe to make choices that not only take into account our modern society but work collectively to build future-proof rules for content that are free of discrimination, regardless of platform."

The EU-wide review will seek to build more effective relationships between different stakeholders. But effective relationships will only be possible if increased transparency for collecting societies is called for by EU decision makers in conjunction with member state authorities. Full scale review and reform should not be frightening but should instead energize a Europe where rich content has the opportunity to flow over the fastest and most modern networks in the world.

"What we have today is a regulatory framework that is outdated, is not technology neutral and unable to cope with the high-tech Europe of today. If we can get the balance right and make the best use of our world-class fibre-powered networks with the best content, Europe will benefit both economically and culturally," continued Van Weede. "Why not get both right if we have the chance before us?"

The cable industry encouraged the European Commission to take on board a five point suggestion in:

1. End discrimination to ensure that content regardless of technology platform is treated the same
2. Demand transparency, accountability and a functional dispute resolution mechanism for collecting societies
3. Encourage competition among collecting societies
4. Be market-oriented with regarding to the pricing process of content
5. Promote flexibility in the current rigid rights negotiation process

Cable Europe has been an active stakeholder in consultation with the European Commission and has submitted a [position paper](#) clearly stating its views on the specific areas which need to be addressed.



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About Cable Europe

Cable Europe is a trade association that groups all leading broadband cable TV operators and their national associations throughout Europe. The aim of Cable Europe is to promote and defend the industry's policies and business interests at European and international levels, and to foster cooperation among its members. The European cable TV industry services more than 94 million broadband, TV and telephony subscriptions throughout the EU 27 (around 70 million households).

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