



Presentation to the Working Group on Intellectual Property Rights and Copyright Reform

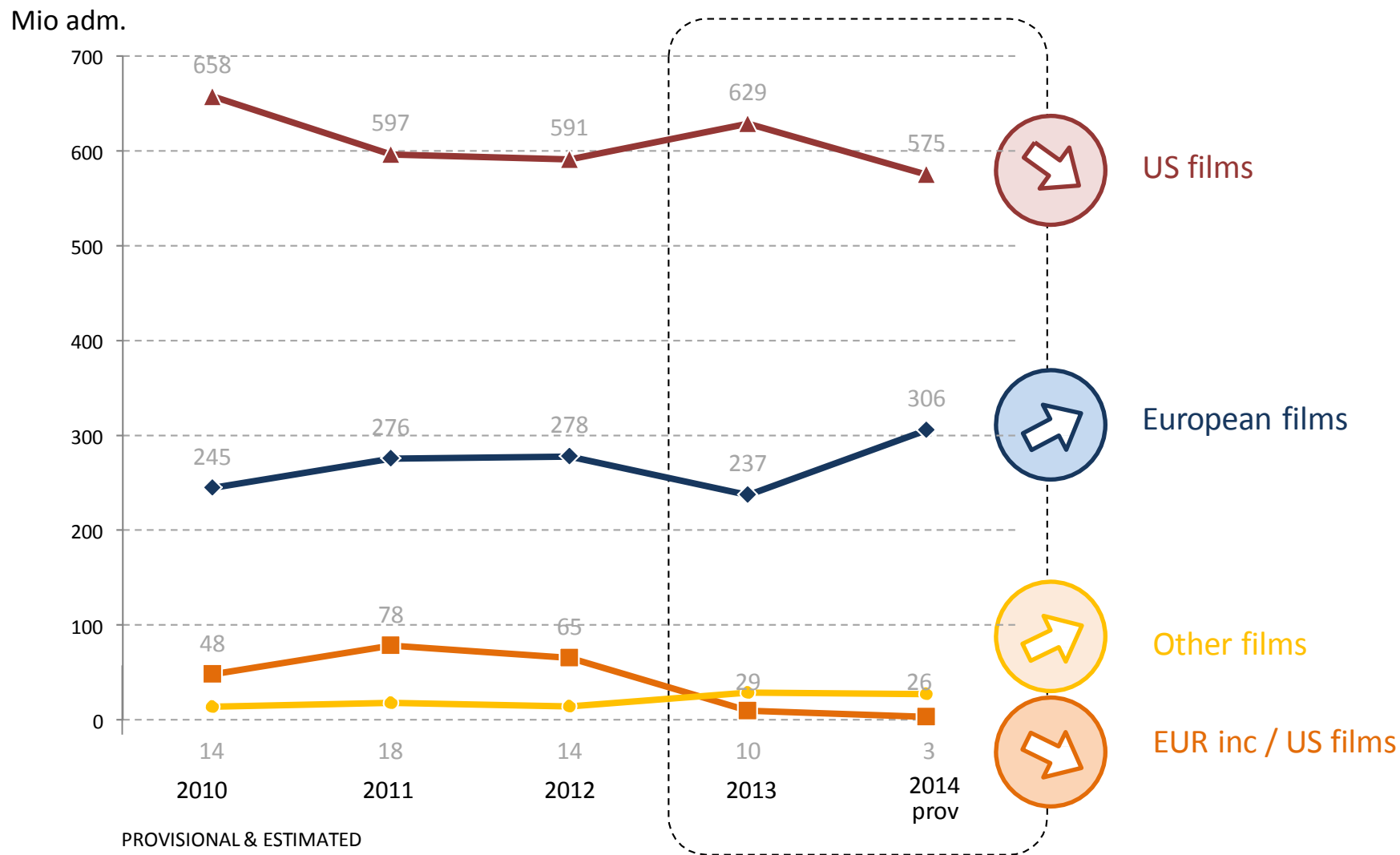
Neil Watson

Brussels, 23 June 2015

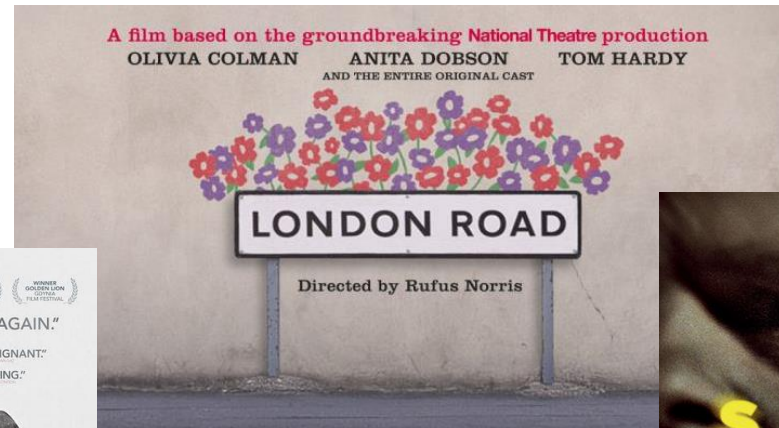
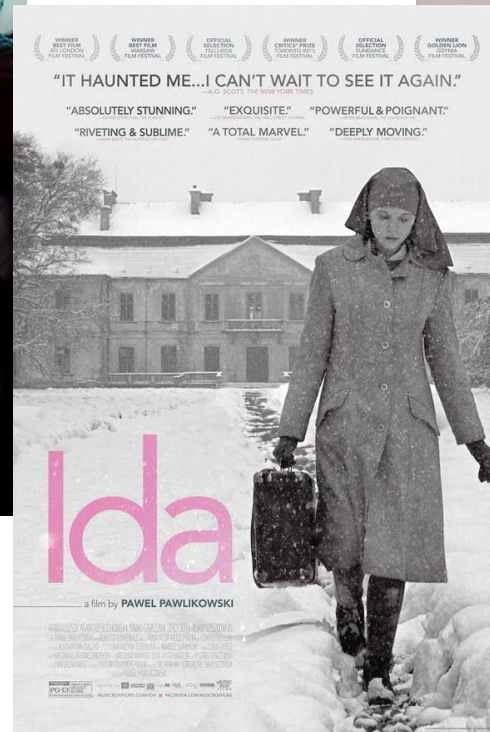
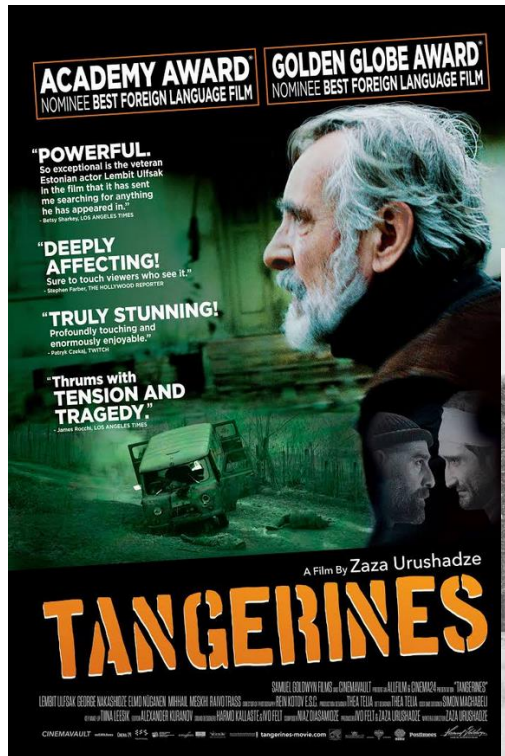
Who We Are

- European Film Agency Directors (EFADs) association all the public agencies across the 31 EEA countries (28 EU MS + Iceland, Norway and Switzerland)
- Mission: to provide financial support for the audiovisual sector and advise on all aspects of national and European audiovisual policies.
- Working groups on Copyright and Digital change
- Part of a public framework which provides €3 billion a year in total support for film

EU Admissions for European films up by 29% in 2014



Success stories: commercially, culturally, critically



The bedrock of our success



The bedrock of our values



A long-term public strategy for European film

If European film is to grow over the next 25 years, need an industrial strategy that works for all 28 Member States, supple enough to change in response to changing market conditions



Going with grain of the market on copyright reform –

3 key principles

- Consumer demand dynamic + innovative; film companies must have freedom to respond including through financing models based on licensing of territorial rights - before and after film made – to maximise cultural diversity
- Legislative framework for IP, based on principles, not excessively prescriptive or intrusive
- Equitable balance between differing needs of citizens, consumers and industry in relation

A plan to improve circulation of EU AV works

"Un but sans un plan est juste un souhait" - de Expury

1. **EU funding** (via Investment Plan for Europe, EIB, EIF, Creative Europe) to encourage online distribution and cross-border circulation of works
2. **An enforcement regime** intermediaries have a duty of care and responsibility
3. **A level playing field** for all operators (esp. via AVMS REFIT) so that independent films, financially supported by all players
4. **Film heritage and literacy**: a review of the scope for harmonisation of exceptions that takes into account the needs of citizens, consumers and industry
5. **Export strategy for EU films**: we want our works to circulate both inside and outside the EU – in particular we call for a more ambitious EU policy in the area of European films exports in 3rd countries

Next steps

- Want to work closely with this Working Group, the EP generally and Commission on concrete solutions to improve circulation and distribution of works in the online environment
- The EFADs will return with more detailed ideas once the EC publishes its proposal
- Welcome questions