



**Creators**  
and  
**their authors' societies call**  
for

**A European Creative Agenda**  
for  
**growth and jobs**



GESAC  
=  
34 authors'  
societies



GESAC  
=  
900,000 +  
creators and  
rights  
holders

CREATORS, THE BASIS FOR THE CREATIVE INDUSTRY, AND AUTHORS' SOCIETIES, CALL FOR AN AMBITIOUS CREATIVE AGENDA TO SUPPORT INNOVATION, JOB CREATION, GROWTH AND CULTURAL DIVERSITY, FOR THE BENEFIT OF ALL EU CITIZENS.

## Creators are

### An Economic Force

Creators are the heart and backbone of one of the few consistently growing sectors with high job creation: the creative and cultural industries. As a key part of the Intellectual Property Rights industry, creators also participate in a sector that has a positive net export value and significantly contributes to Europe's global competitiveness.

### The Essence of Europe

Creativity, and therefore culture, reinforces our common democratic values, encourages cooperation, and promotes a feeling of cultural identity. This is enshrined into the very fabric of the EU through Article 167 of 'The Treaty on the Functioning of the European Union' which obliges the Union to *contribute to the flowering of the cultures of the Member States* and to respect their cultural diversity.

### Central Players in the Digital Economy

Creators cannot be overlooked in the digital economy; this very large industry revolves around creators' input. 56% of Europeans use the Internet for cultural purposes and 42% use it to listen to music or the radio.

### Part of a Sustainable Business Model

Copyright is a vital aspect of a healthy ecosystem for creators. By providing an incentive to create – copyright is the author's pay – the copyright system provides the basis for the competitiveness and innovation of the sector, ensuring the necessary cultural diversity to drive the EU's economy.

**Creators add value to the EU's economy, identity and innovative drive. Their livelihood and future are at risk:**

- creators' way of earning a living, based on their rights in the digital environment, is being challenged regularly;
- the value of the digital market is not adequately shared with creators due to the current transfer of value which is largely in favour of digital intermediaries.

We call on EU politicians and policymakers to take action and use the following points to set up a European Creative Agenda:

1. **Secure and preserve a strong copyright framework** that ensures sustainable careers for creators.
2. **Recognise and support the importance of authors' societies** in the digital economy.
3. **Maintain existing and promote new sources of copyright revenues** for creators, in particular those deriving from private copying remuneration schemes.
4. **Lead the debate on re-balancing value transfer** from online intermediaries.
5. **Develop an ambitious cultural policy** where the importance of culture is highlighted in all EU policy-making considerations.
6. **Facilitate access and circulation of creative works** by, among other options, lowering VAT rates and addressing double taxation issues.
7. **Generate awareness on copyright and culture**, especially among young people, through actions like a European Authors' Rights Day.

Did you know that for copyright to be managed correctly and at a low cost, authors' societies play an essential role? They take on the responsibilities of easing rights clearance for online content services, ensuring **WIDE AND EQUAL ACCESS** to diverse creative works for consumers and supporting **ADEQUATE REMUNERATION** for creators.

Did you know authors' societies are **NON-PROFIT, COST EFFICIENT** and **DEMOCRATIC**? Our members attend general meetings, elect the board and are there when the big decisions that affect them are made.

Did you know the Collective Rights Management Directive recognises that authors' societies enable rights holders to be remunerated for use in domestic and non-domestic markets and that they play an important role in promoting **CULTURAL DIVERSITY**?

Did you know that the remuneration for creators on private copying accounts for **LESS THAN 1%** of the IT market's global turnover? Hardly an issue for the multi-billion imported electronic devices market, but a **LIFELINE FOR CREATORS**.

Did you know that online intermediaries are reaping **HUGE COMMERCIAL VALUE** from the use of creative content on their networks, but are **FAILING TO FAIRLY REMUNERATE** creators? Let's open the debate about this and find ways forward to fix this!



GESAC GROUPS 34 OF THE LARGEST AUTHORS' SOCIETIES IN THE EUROPEAN UNION, NORWAY, ICELAND AND SWITZERLAND. IT REPRESENTS OVER 900,000 RIGHTS HOLDERS IN THE AREAS OF MUSIC, AUDIOVISUAL WORKS, VISUAL ARTS, LITERARY AND DRAMATIC WORKS, AS WELL AS MUSIC PUBLISHERS.

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