



Towards new rules for online content distribution

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#KeyTrends2017
WIFI – COE-Guest

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- Facilitating negotiations for the licensing of rights on VOD platforms
- Creating new enforcement responsibilities for online platforms
- Ensuring to creators a fair share of the value derived from online exploitation

Facilitating negotiations for the licensing of rights on VOD platforms

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- New “impartial” bodies to help parties reaching agreements in licensing for exploitation on VOD platforms (*Art. 10*)
- Conditions of functioning and bearing of costs set at national level

New enforcement responsibilities for online platforms

- Appropriate and proportionate enforcement measures by intermediaries (*Art. 13*)
- New information and reporting obligation towards rightsholders
- Complaints and redress mechanisms for users
- Stakeholder dialogue and best practices

Ensuring to creators a fair share of the value derived from online exploitation

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- New transparency obligations in contractual licensing towards rightsholders... but possible adjustments or exceptions (*Art. 14*)
- Contract adjustment mechanisms to renegotiate licences when remuneration too low compared to exploitation revenues (*Art. 15*)
- Dispute resolution mechanism