



European films on demand: the new rules

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1. New rules coming from Brussels

**1.1. Promoting offer of European works
on VoD**

**1.2. Improving the functioning of the
copyright market**

**1.3. Ensuring cross-border distribution of
European works on VoD**



1. New rules coming from Brussels

Digital Single Market

The Digital Single Market (DSM) strategy

- “Maximising the growth potential of the Digital Economy”
- “Creating the right conditions for digital networks and services to flourish”
 - ✓ Review of AVMS Directive
- “Better access for consumers and businesses to digital goods and services across Europe”
 - ✓ Copyright reform
 - ✓ Portability of content
 - ✓ Cross-border access

1.1. Promoting offer of European works on VoD

Revision of the AVMS Directive

Enhancing obligations for VoD providers (Art. 13)



Share in catalogue



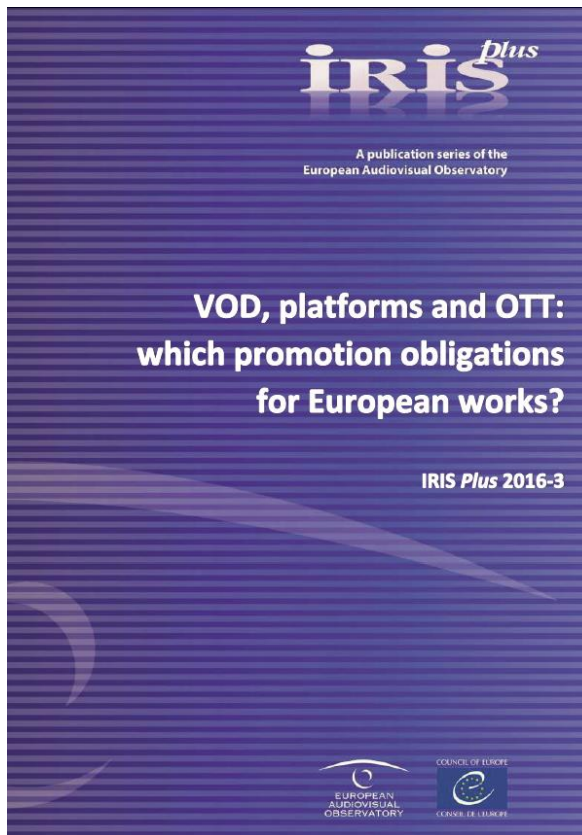
Prominence



Financial contribution

1.1. Promoting offer of European works on VoD

7



1.2. Improving the functioning of the copyright market

Proposal for a Directive on copyright in the Digital Single Market

Focus on rights' licensing on VOD platforms

- Copyright package

- New negotiation mechanism (Art. 10)

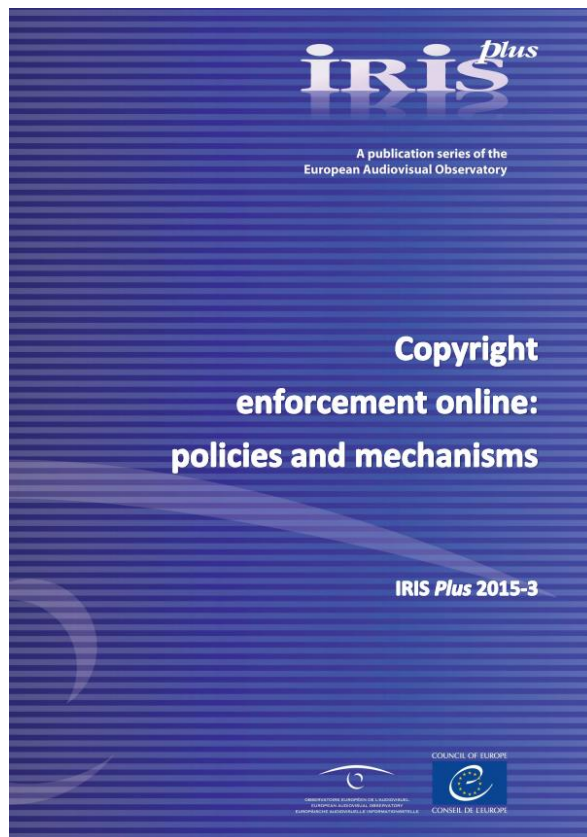
- Conditions of functioning and bearing of costs set at national level (Recital 30)

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

- New transparency obligations (Art. 14)
- Contract adjustment mechanisms (Art. 15)
- Dispute resolution mechanism (Art. 16)

1. 2. Improving the functioning of the copyright market

11



1.3. Ensuring cross border distribution

Regulations on portability and online retransmission

- **Regulation on portability**

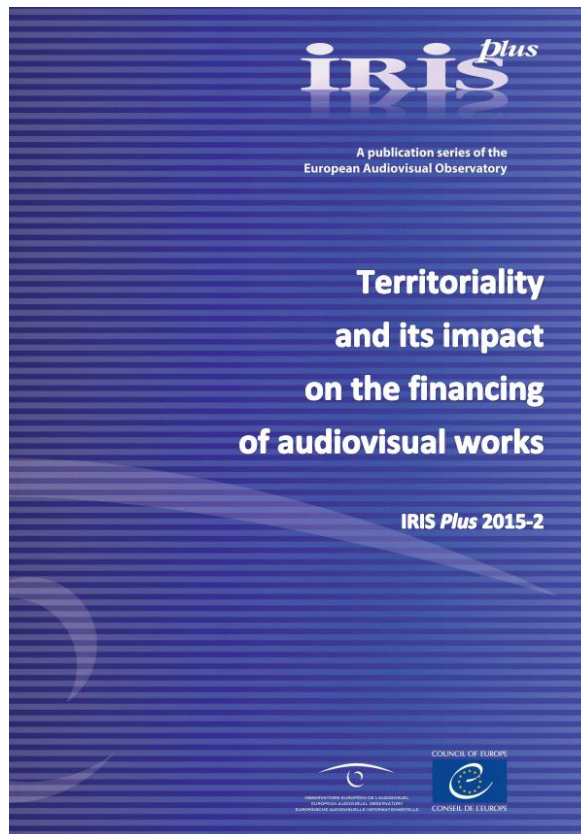
→ **cross-border portability of online audiovisual content services in the internal market**

- **Regulation on geo-blocking**

→ **audiovisual services are left out of the scope**

1. 3. Ensuring cross border distribution

14

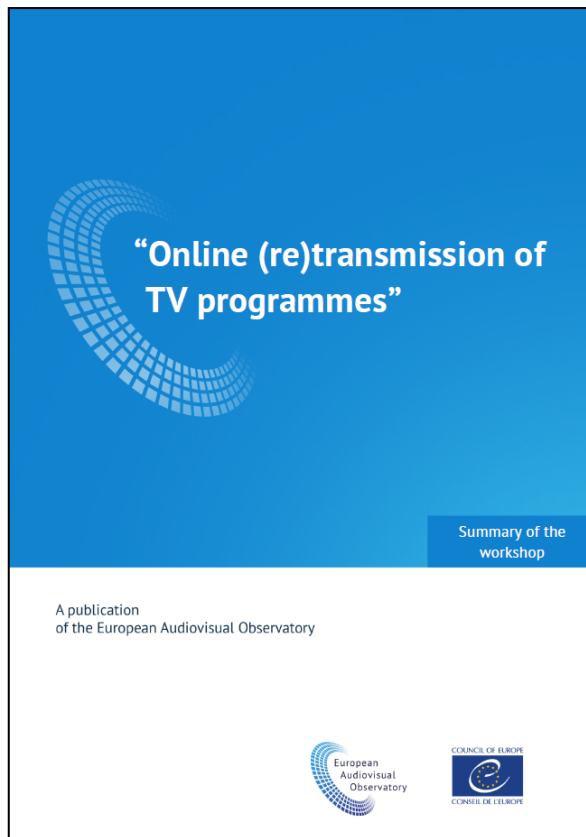


■ Regulation on online retransmission

- Broadcasters: application of the country of origin principle to the clearing of rights for ancillary online services (Art. 2)
- Digital retransmission of TV/radio: mandatory collective management of rights to retransmission over “closed” networks (Art. 3)

1. 3. Ensuring cross border distribution

16



**For any queries:
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