

# AGENDA 2024

## CREATIVE MEDIA AT THE HEART OF THE NEXT EUROPE

*Agenda 2024 is a message from Europe's creative businesses to Europe's policy-makers ahead of the next European political cycle. We set out the key areas to focus on. We ask for bold competitiveness measures to secure a prominent place for the EU in the global digital race. We recall the need for prompt action to preserve and boost the creative and cultural sectors for Europe and its citizens.*

The creative sectors are among the most successful in Europe, supporting millions of jobs and contributing strongly to Europe's trade balance. EU creative and media sectors directly impact and contribute to European societies and jobs (7.1% of all jobs in the EU can be attributed to copyright-intensive industries) and growth (6.8% of EU GDP). If Europe wants to lead digitally and secure long-term growth, it must focus on investment in cultural and creative content and the growth potential of the creative and media business sectors.

PREPARED BY THE CREATIVE MEDIA BUSINESS ALLIANCE  
**Brussels, November 2018**

## EU COPYRIGHT-INTENSIVE INDUSTRIES



**EU GDP**  
6.7%



**EU employment**  
7.1% jobs



**Wage premium**  
+46%

Source: Intellectual property rights intensive industries and economic performance in the European Union, A joint project between the European Patent Office and the European Union Intellectual Property Office, Industry-Level Analysis Report, October 2016 Second edition

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## CREATIVE MEDIA, THE ASSET FOR REALISING DIGITAL AMBITIONS

### ABOUT THE CREATIVE MEDIA BUSINESS ALLIANCE (CMBA)

CMBA is an informal alliance comprising trade associations and individual companies active in the advertising, broadcasting, film, music and publishing sectors since 2004. The Creative Media Business Alliance (CMBA) represents a wide range of activities of the different content industries.

We invest in, develop, produce and distribute creative and professional content to the wider public while maintaining and developing a highly skilled labour market.

Creative and media industries are key contributors to our digital society and economies, which are to the benefit of all European citizens. Our sectors have fully embraced the digital transformation and are at the forefront of building Europe's Digital Single Market. We continue to do so every day and we wish to keep on doing so in the future.

**For more information please visit <https://cmba-alliance.eu/>**



## PRINCIPLES GOALS

### Sustainable regulatory perspectives and incentives to increase certainty are essential to secure Europe's ambitions

Clear and future-proof regulation taking into account rapid technological developments is crucial, to ensure fair competition both online and offline.

A level playing field is necessary while reinforcing innovation, creativity, plurality, investment and cultural diversity.

Territoriality and exclusivity needs to be entrenched as a corner stone of cultural diversity and media plurality.

### I Delivering jobs, growth and values

- ◆ Europe is a global powerhouse of culture and creativity. Europe's creative and media industries deliver growth and jobs; reinvesting billions into the European economy and a vibrant job market while meeting diverse cultural and access needs. The next Commission should build on the strength of Europe's media content to continue delivering jobs and growth and to leverage this key asset.
- ◆ Europe's creative and cultural sectors are strongly rooted locally, in our regions, in our culture and in a web of interconnected booming creative cities and regions throughout the EU.
- ◆ Europe's creative sector and media ethos is one strongly committed to informing, educating, creating and entertaining the general public in a responsible manner. This requires substantial checks and balances and large investments. Europe's media provides an editorial safeguard which guarantees standards of quality and experiences that Europeans have come to expect from our trusted brands.

### Maintenance of diversity in licensing solutions, contractual and commercial freedom

Choice of local, national, multi-territorial or pan-European licences to ensure the best arrangement depending on the markets' needs and the sectors' specificities.

Multiple access to content via flexible, tailor-made agreements, enabling systems such as e-lending schemes and sustainable open access to scientific and educational content.

Maintain the equilibrium of necessary financing to produce content, preserving smaller markets and less widely-spoken languages and offering a wider choice for audiences.

### II Respecting intellectual property rights

- ◆ Europe's engine driving investment in content production and distribution is intellectual property (IP). IP offers the economic basis for creative and financial risk-taking: making a film, investing in a database, marketing a music album or a publication or securely distributing a TV show.
- ◆ IP enables those who create for a living to reap the benefits of their work. Europe's creators and their business partners thrive on IP but piracy is rife. The protection of creativity and financial investment through IP is a prerequisite for European culture to be successful and visible internationally and to sustain the creative sectors going forward.
- ◆ European-born IP and freedom to contract increasingly provides the economic basis for people to find rewarding work in Europe's knowledge-based economies. IP, coupled with the reach and flexibility of our multiple services, allows European creators and their business partners to reach both local and global audiences.

### Responsibility, accountability and enforcement as essential levers to remedy the market's current distortions

The current copyright regime applies to all platforms involved in the distribution of protected works; this is important as EU citizens and creative works must have adequate levels of protection online and offline; no matter how and where content is accessed.

Piracy needs to be urgently addressed to ensure the sustainability of the sectors. Online intermediaries must take appropriate steps to fight piracy. The EU must defend a strong legal foundation, based on intellectual property, and create strong deterrence against IP crime and online infringement, including in respect of to live content.

Focus should be on enabling enforcement across borders and online.

Editorial responsibility as an essential part of ensuring citizens can and should expect high standards from their providers of content, including news, impacting the democratic processes of the Union and its Member States.

### III Beating to the heart of society

- ◆ The creative sectors in Europe innovate each and every day to provide Europeans and audiences around the world new and creative ways to enjoy and share their favourite content.
- ◆ Europe's creative hubs offer something unique and highly valued: experiences. Whether we inform, educate, create or entertain, our sectors are always at the forefront, continuously striving to provide audiences and users with what they want, when they want it and where they want it.
- ◆ Europe's creative sector, media businesses and citizens all share the same values and expectations as regards responsibility, investment and transparency in the digital environment, a shared commitment to preserving our democracies, creative models, cultural diversity, dialogue and fundamental rights.