

PRESS RELEASE

VG Media: A good day for freedom and democracy in the European Union

The Council of the European Union followed the European Parliament by confirming and approving the new directive for a contemporary copyright today

Berlin, 15 April 2019. The collecting society VG Media welcomes today's decision in favour of a contemporary copyright by the Council of the European Union. Following the clear vote of the European Parliament on 26 March 2019, the confirmation of the 28 EU member states marks a milestone on the road to more fairness and equality online. Digital corporations exploit the content produced by creative minds, often without any compensation. Through the new directive, those content producers such as publishing houses and artists, will now finally be entitled to a remuneration.

It is the intention of the new directive to make it obligatory for online platforms to negotiate with the respective authors, producers, publishers and/or artists the usage of their works. This long overdue amendment finally adapts copyright to the economic reality in the digital world. Those corporations from the digital sector to date have earned billions through advertising by exploiting copyrighted works and content without ever compensating publishing houses or authors appropriately.

Markus Runde, Managing Director of VG Media: *„This certainly is a good day for freedom and our democracy in Europe. By resisting the irrational campaigns led by online giants against this important reform, the European Parliament and the Council of the European Union demonstrated their impetus for policy making.“*

VG Media is the collecting society of private broadcasters and press publishers with its headquarters in Berlin. It represents the copy- and neighbouring rights of most German and several international private TV and radio broadcasters as well as about 200 digital publications from major publishing houses.

Contact

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