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## **PRESS RELEASE**

### **Facing digital giants, French and German press publishers unite to enforce their neighbouring right**

**French and German press publishers are setting up a new licensing company to jointly negotiate and enforce payment of revenues for the online uses of the neighbouring rights granted by the European Copyright Directive.**

A year ago France was the first country to transpose the 2019 Directive on copyright and related rights in the Digital Single Market (Copyright Directive) with the statute of 24 July 2019. This granted press publishers a specific right to license their publications through digital platforms. The aim is to ensure remuneration from digital platforms for their use of press publications and that press publishers get a fair share of the value created.

To ensure the effectiveness of this right across Europe and offer digital platforms a one-stop-shop for online press uses, l'Alliance de la presse d'information générale from France and VG Media from Germany are creating the new licensing company. All EU press publishers will be welcome to join this initiative.

#### **About l'Alliance de la presse d'information générale**

L'Alliance represents 300 political and general information newspapers. L'Alliance is working with press stakeholders in France to address challenges faced by press publishers such as industrial issues and digital transition.

#### **About VG Media**

The Berlin based licensing company consists of 222 rights holder companies from the TV-, radio- and press publishing industry – including the broadcasting group of ProSiebenSat.1 and the publisher Axel Springer. It has been enforcing press publishers rights in Germany since 2014.