

BTO I2 and Facebook on copyright - 27 September 2017

- Facebook: [REDACTED] [REDACTED] and [REDACTED]
- Commission: [REDACTED], [REDACTED] [REDACTED] (note-taker)

Protection of
personal data

[REDACTED] [REDACTED] clarified that they were following with a lot of interest discussions on value gap, including about the questions sent by some MS to the Council Legal Service.

Article

4(1)(b)

[REDACTED] explained Facebook's partnership-based approach to business. They prefer collaborating and relying on technology rather than complex legislation that risks being implemented in a diverse manner in MS.

Protection of
personal data

Art 4(1)(b)

[REDACTED] explained that Facebook works with both legacy and new press publishers, developing partnerships to attract readers and drive new traffic. [REDACTED] said that Facebook Journalism Project has met 2,600 publishers worldwide since January, developing news products and offering training and tools for journalists. They focus mainly on local news. Regarding Instant Articles, Facebook respects paywalls and subscription models and some publishers get up to 100% of the generated ad revenues.

Protection of
personal data

Article

4(1)(b)

Regarding value gap, [REDACTED] referred to the fact that written text is not out of the scope of the Article, which gives rise to concerns about possible censorship. [REDACTED] claims that all large-scale platforms already have industrial standards to control their content, not only filtering and blocking, Pirate Bay being a very different issue which is not related to the reality of real hosting service providers like Facebook. [REDACTED] explained Facebook main tools in this context (Rights Manager, Audible Magic).