Subject: FW: Myth of the Month: Copyright

From: [Redacted]
Sent: Thursday, February 14, 2019 10:47 AM
To: [Redacted]
Cc: [Redacted]

Subject: RE: Myth of the Month: Copyright
Ok for me.
Thanks for everything. Please send me the links.

Subject: Myth of the Month: Copyright

Please find the agreed text below.

European Commission
B-1049 Brussels-Belgium

MYTH OF THE MONTH (FEBRUARY):
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TITLE: ‘The Copyright Directive: how the mob was told to save the dragon and slay the knight’

For those of you, who don’t know nor care about what the Copyright Directive nor any of the articles within it, look away now.

Take this test: Type in ‘EU Copyright directive’ into the search box in Youtube. The majority of results in the top 20 results will be passionately against it. Here’s some of the headlines, if you’re not sure:

‘Shocking update on the copyright Directive.’ ‘Today Europe lost the Internet’

‘How the new copyright laws will destroy the internet’

‘Censorship machines’, ‘EU to end the internet’ or ‘Europe to ban all memes’

Of course, we know from recent elections and referendums that simple memorable slogans - however untrue or unobtainable - can go a long way to winning over hearts, minds and voters.

And so it was, that the wholly inaccurate phrases ‘link taxes’ and ‘censorship machines’ started to be part of the campaign against the proposed Copyright Directive. Never let the truth get in the way of a catchy slogan.

The idea behind the Directive is to bring copyright rules into the 21st century. The current rules are very analogue and designed for the world before the web. Things have changed. Search and social media platforms largely define the way we enjoy content today, but their market dominance has now tilted the balance in their favour and away
from those who design and
create original things.

As it stands, big internet
platforms such as Facebook or
Google make a lot of money
from ads that appear on their
sites alongside copyrighted
material such as music or clips.
The more people who view, the
more money platforms can earn
from those adverts.

Just as Google and Facebook are
being rewarded financially for all
their hard work in producing
amazing software, clever
algorithms and exciting designs,
we think authors, film-makers,
journalists and musicians should
also be rewarded for their
endeavours too. At the moment
the balance of power in who gets
paid for such royalties resides
overwhelmingly with the big
Californian companies - who are
worth around $1 Trillion.

The Copyright Directive is an
tempt to create a level playing
field where everyone can gain
from the amazing options that
the new technologies offer.
Musicians, artists, video
producers and the whole creative
sector will benefit by having a
fairer negotiating position.
Journalists and online
publications will have more
money to keep on financing
quality research and news.
Despite what you might read, the
Copyright directive supports a
free press and could enable
journalists to get some money
when their articles are shared
online. Good journalism costs
money and without a free press
there is no democracy.

Fair remuneration for and from
the platforms and a fairer market
place is what we want. We
cannot achieve a real European
digital single market which
makes us all better off, if
copyrighted material is misused
or poorly remunerated. Because if creative people don't get paid, they can't afford to be creative.

No Mon = No Fun

Just like everyone else, the EU loves culture, cinema, art and music. We have no intention in restricting young people’s access to all these wonderful things on- or offline.

Oh and by the way, no matter what some people (and paid-for campaigns) may tell you, you will never be prevented from having a laugh online. WE ARE NOT BANNING MEMES. On the contrary, there will be a guarantee that platforms respect your right to self-expression. That includes pastiche, critique and parody.

Nonetheless, it appears as if the largest search and video platforms in the world are afraid of regulation - despite having overwhelming dominance on the internet.

Furthermore, there is ample evidence from respected sources, here and here and perhaps here or here or indeed here that ‘Big Technology’ has even ‘created’ grassroots campaigns against the Copyright Directive in order to make it look and sound as if the EU is acting against the ‘will of the people’.

That’s another myth. Unlike Google and Facebook, the EU is answerable to the public and to democratically elected politicians. Member states - through the Digital Single market - aim to make it easier and cheaper for European consumers and companies to surf, trade, study and work digitally in the EU.

As with most EU legislation, the text must be agreed by a majority
of member states and voted upon by MEPs in the European Parliament.

So next time, when you get a sponsored message on your timeline, which says something like ‘the EU will kill the world wide web as we know it’, stop, pause and consider for a moment. Ask yourself: Cui Bono? Who really benefits from this message or this wider negative campaign?

Do Google, Facebook or others really need to pay to persuade?

Are we in a world where ordinary people side with the fire breathing dragon against the knight with a blue and yellow shield?

If you care, think before you Share.

For fewer myths and more facts, why not click here or Here or perhaps Here or even Here

Twitter post:

It’s Myth of the Month again. This time we wanted to dispel some of the crazy stuff that has been written and said about the Copyright directive - some of which was paid for by the largest companies in the world.