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Mr
Günther Oettinger
Commissioner for Digital Economy & Society
European Commission

Dear Commissioner Oettinger;

On behalf of the Polish Chamber of Press Publishers we would like to express our opinion concerning the case which is crucial for the entire creative industry. It is the case of Intellectual Property Rights. We are following closely and with keen interest the EU initiatives in the area of the protection of Intellectual Property Rights and we are active respondents to all public consultations launched both on the international level by the European Commission and on the national level by the Polish Government.

The Polish Chamber of Press Publishers embraces 115 publishers of newspapers and magazines issuing a total of 460 titles with global circulation of over 2 billion copies, including 40 daily newspapers distributed in 3 million copies and read by over 10 million people in Poland every day. The press publishers who are members of our organisation deliver press to over 80% of Polish readers. We are the only organisation of this kind in Poland.

In the context of technological development, our members also extend their business models heavily investing in the development of new channels of communication. Our members offer their content on all platforms and in all formats as well as on telephones, tablets, PC screens and in a traditional form, thereby increasing its availability. Unfortunately, our content is increasingly used by various kinds of intermediaries who base their business models on using the content of third parties without a necessity to cover costs of its creation and without sharing their income with right holders.

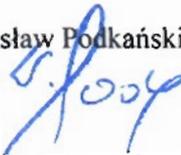
As representatives of publishers, we monitor efforts of various European countries and the EU aimed at raising the level of copyright protection without which not only further development of the press market but also maintenance of the status quo will be impossible. We welcome the adoption of the neighbouring right for press publishers in Germany or the Spanish solution which will come into force on 1 January 2015. We believe that it is the attitude worth following which will allow the restoration of currently disturbed economic balance of various stakeholders involved in creative industry. We have developed a similar project and we will pursue its implementation in Poland.

It has to be noted that our members do not intend to restrict an access to information. On the contrary, creating the increasing number of digital content, they intend to expand their offers and to make them more broadly accessible. Use of content by third parties which capitalise on its accessibility with no remuneration for its producers is not only amoral but also frequently illegal.

As a representative of a significant fraction of the Polish press publishers' sector we want to underline that the opinion of a handful of authors gathered around "naTemat.pl" or "300polityka.pl" portals is not representative for the entire creative industry and is in fact contradictory to initiatives and position of the major Polish press publishers – our members. The Polish Chamber of Press Publishers supports efforts aimed at respecting economic copyright of publishers and journalists; the efforts promoted on the international level by our two representatives – ENPA (European Newspaper Publishers' Association) and EMMA (European Magazine Media Association).

At the same time, we wish to ensure you that we will promote and support all activities aimed at the increased protection of Intellectual Property Rights, to at least the same extent, as we will criticise any ideas of expanding the scope of copyright exceptions.

Wiesław Podkański



President of the Chamber of Press Publishers