



Program

What role for culture in the digital world?

Tuesday 22 March 2016 from 3pm until 6pm

European Parliament, Brussels

Room PHS - P7C050

Background

Culture and creativity are strong assets for a European continent that is still in search of its identity and in the midst of a fiscal and financial crisis. Yet undeniably, **the development of digital technology has brought about new challenges**, in terms of both threats and opportunities.

More particularly, two debates are open: first, the will of the European Commission to facilitate the emergence of a digital single market raises questions on the **future of copyright** in Europe, **access to works for the public** as well as **remuneration of creators** and **fight against counterfeiting**. Second, the emergence of non-European internet giants who control the distribution of cultural works challenges the relevance of **rules supporting cultural diversity**: should taxation, sectoral regulations and competition rules be adapted in order to remain in the digital era? And how to ensure that current commitments, in the framework of trade negotiations, won't prevent future regulation of the digital world?

All these questions marked the year 2015, yet the real ambition of the European Commission vis-a-vis culture still remains unclear. Reform of copyright, revision of the AVMS directive, regulation of platforms, measures to guarantee fair remuneration of authors, results of the current trade negotiations...on all these issues, **2016 will be a crucial year for culture**, since many proposals will finally be released.

15:00: Introduction by **Viviane REDING**, former Vice-President of the European Commission and Member of the European Parliament

15:10: What future for copyright in the digital single market?

Chaired by **Carole TONGUE**, former MEP, President of the European Coalitions for Cultural diversity

- **Claire BURY**, Deputy Director General, DG Connect, European Commission
- **Costa GAVRAS**, Film director, president of the Cinémathèque Française
- **Mary HONEYBALL**, MEP (S&D)
- **Constance LE GRIP**, MEP (EPP)
- **Charlotte LUND THOMSEN**, Legal Counsel, International Video Federation

16:20: How to regulate the digital world to better support creation in Europe?

Fiscal policies applying to culture, regulation and support to creation, competition, trade negotiations

Chaired by **Pascal ROGARD**, President of the French Coalition for Cultural Diversity

- **Siada EL RAMLY**, Director General, EDiMA
- **Daniel FERNANDEZ**, President of the Federation of Spanish Publishers' Unions (Federación de Gremios de Editores de España, FGEE)
- **Christophe KIENER**, Head of the Services Unit, DG Trade, European Commission
- **Viviane REDING**, MEP (EPP)
- **Helen SMITH**, Executive Chair, IMPALA

17:30: Keynote Speech and conclusion of the debates by **Günther OETTINGER**, European Commissioner for Digital Economy and Society

18:00 : Cocktail