



Society of Audiovisual Authors  
Société des Auteurs Audiovisuels

Press Release

## Collective Management Organisations put the Copyright Directive's words into action

Brussels, 4 July 2019

**Collective Management Organisations from across Europe are coming together to ensure that filmmakers' rights and perspectives are heard and adopted when Member States start implementing the new Copyright Directive.**

The new Directive on Copyright in the Digital Single Market was published on 17 May 2019 and Member States have to implement it by 7 June 2021. It establishes a principle of proportionate remuneration so that audiovisual authors can share in the economic success of their works (Art 18), sets out provisions strengthening authors' bargaining power and fair treatment (Art 19-22) and creates obligations on content-sharing platforms. By creating a level playing field for all parties in the cultural and creative sectors, the Directive will help our industries to adapt and thrive online and global environment of the 21st century.

*"The adoption of the Copyright Directive was a victory, but the battle is not over yet. While Member States are preparing to implement the text into national legislation, we are ready to defend the principle of proportionate remuneration, so it is being translated in appropriate mechanisms for authors",* said Cécile Despringre, SAA Executive Director.

*"As collective management organisations, we know the ins and outs of negotiating with users and distributing the royalties filmmakers are entitled to. Together we represent and manage rights for over 140,000 filmmakers. We are ready to work with our national Governments to ensure that they benefit from our expertise, so that the Directive is implemented in a manner that is true to its aims and effective in practice. If we succeed in that task the Directive will prove to be of lasting value for all: consumers and producers as well as for authors and performers",* said Andrew Chowns, Chief Executive of Directors UK and Chair of the SAA Working Group on the Copyright Directive.

The Working Group consists of SAA members and aims to share information on existing legal provisions at national level and best practices. It will address the Directive's provisions on fair remuneration as well as the other licensing opportunities for audiovisual authors' collective management organisations. The group will develop recommendations to policymakers to implement the Directive at national level.

### Notes to Editors

SAA - The Society of Audiovisual Authors is the umbrella association of European collective management organisations representing audiovisual authors. Its 33 members in 25 countries manage rights for over 140,000 film, television and multimedia European screenwriters and directors. [@saabrussels](https://twitter.com/saabrussels)

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