

Live Content Coalition members welcome the Recommendation on combatting online piracy of live events but need a quicker review

With the publication today of the European Commission's Recommendation, the Live Content Coalition members welcome the first ever European initiative specifically focused on online piracy of live content. However, they feel that the 2.5 years review could transform it into a missed opportunity to address a crucial topic for Europe's live content sector.

In the wake of the unprecedented difficulties posed by the COVID-19 pandemic, now more than ever we need support to protect Europe's cultural assets from blatant theft. Unfortunately, after years of campaigning to bring change and finally address the financial and operational damages created by online piracy of live content in Europe, the Commission's Recommendation could exacerbate the illegal exploitation of the sector with the 2.5-year review clause.

Whilst the costs of online piracy have continued to grow year-on-year for the live content sector, we still do not have an effective, legally binding instrument to challenge this ongoing drain on our sector's resources. The Live Content Coalition therefore calls on the European Commission to define clear KPIs and a robust monitoring system before the summer so the review of the effectiveness of its Recommendation can take place as soon as possible and subsequent steps are taken to create real change. Europe's live events sector relies on the legal distribution of its content and its live nature is the basis of almost all of its value. If this cannot be protected due to a lack of sufficient legal remedies, the entire live content ecosystem could be further put at risk.

The members of the Live Content Coalition wholeheartedly support the Commission's desire to address the issue of illegal online piracy, but the Commission must go much further, much faster, if we are to see any concrete change. The Live Content Coalition is a partner in this fight and remains available to provide whatever support or data the EC may need to effectively carry out its work to help rid our Union of this scourge of criminal enterprise.