

**EUROPEAN COMMISSION**

DIRECTORATE-GENERAL FOR COMMUNICATIONS NETWORKS, CONTENT AND TECHNOLOGY

Media Policy
Copyright

Brussels, 05/01/2021

Subject: European Commission's Study on Copyright and New Technologies*To whom it may concern,*

The European Commission, Directorate-General for Communications Networks, Content and Technology, has recently launched a new study on the topic of copyright.

Following up on the Intellectual Property Action plan¹, the study will explore the *'use of high quality metadata and new technologies to help achieve more transparency and better rights data management, notably with regard to copyright and an improved identification of rights owners'* and explore the forthcoming challenges that artificial intelligence sets on copyright.

The study will provide the Commission with evidence about the use of technology in the field of creative industries in the EU, focusing on two aspects:

- the improvement of data management in copyright related processes *—including management, licensing, and enforcement of rights, as well as remuneration—* for/by creative industries (incl. music, audio-visual, and press publishing and photographs); and
- the impact of different policy options related to artificial intelligence and copyright.

DG CNECT has commissioned a consortium of five organisations with carrying out this study. The consortium consists of Technopolis Group, Université Catholique de Louvain, Daldewolf, Philippe Rixhon Associates and University of Applied Sciences Krems.

The study design involves a number of participatory elements such as interviews, surveys as well as a workshop with experts and stakeholders from different sectors, specifically creative industries.

If you are contacted for this study, I kindly ask you to for your help in providing information to the study team and to the European Commission by participating in the above-mentioned interviews and surveys. This would be of high importance for future policy-making on copyright issues based on the insights of the study.

¹ <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12510-Intellectual-Property-Action-Plan>

For any questions on this study, please feel free to contact the study project manager Florian BERGER (florian.berger@technopolis-group.com), or the DG Connect's policy officers Rodolphe WOUTERS (rodolphe.wouters@ec.europa.eu) and Krzysztof NICHCZYNSKI (Krzysztof.NICHCZYNSKI@ec.europa.eu).

Thank you in advance for your kind cooperation.
Yours faithfully,

Marco GIORELLO
Head of Unit