

THE BRUSSELS RESOLUTION

adopted at the ENPA General Assembly, 13TH May 2015

ENPA ready to contribute to EU Digital Single Market strategy with the aim of strengthening innovation, investment and competition in digital news media market

Press publishers have invested in new business models to provide European citizens with authoritative news, views and analysis on an exciting variety of digital platforms, from interactive websites and apps for tablets, to social media feeds and news streams for mobile devices. ENPA, representing publishers of newspapers and news media, is therefore committed to working with the EU institutions on the new Digital Single Market (DSM) strategy, with the aim of ensuring that it delivers the right regulatory conditions to strengthen innovation, investment and competition in the digital news media market.

A successful Digital Single Market strategy that strengthens the role of the European news media in the economy and society can only be achieved by a targeted and evidence-based approach. ENPA calls the attention of the EU institutions to the following crucial elements:

- **Effective copyright protection underpins the production of quality news media**

Press publishers must be able to rely on copyright protection to ensure return on their significant investment and for the sustainable delivery of the high-value, professional content they produce for European citizens. A modernised EU copyright framework should include a distinct exclusive right for publishers to protect their printed and digital press products, in line with long existing rights for broadcasters, or phonogram and film producers. Furthermore, it is important to note that any additional copyright exceptions, for example for text and data mining, would reduce publishers' ability to produce, manage and monetise their content. Licensing provides better and more flexible solutions for publishers and users alike.

- **The urgent need for an EC proposal to reduce VAT rates on digital press**

ENPA welcomes the undertaking in the DSM strategy to explore how to address the tax treatment of 'online publications' and the subsequent statement of President Juncker regarding a possible future legislative proposal. Press publishers are ready to actively support the Commission's work on a proposal enabling Member States to apply to digital press the same zero, super reduced and reduced VAT rates that currently apply to printed press. This is a much-needed adjustment to the realities of today's digital market.

- **Need to clarify the role of certain online platforms**

The DSM strategy recognises the need to have a comprehensive assessment of the role of certain online platforms, amid concerns about the growing market power of some players. Some of these concerns have also been raised by stakeholders in the ongoing EC competition into Google's activities. Ensuring fair competition in the digital market is crucial for the economic viability of press publishers, media pluralism and diversity, as well as future investment in new jobs, products and quality content.