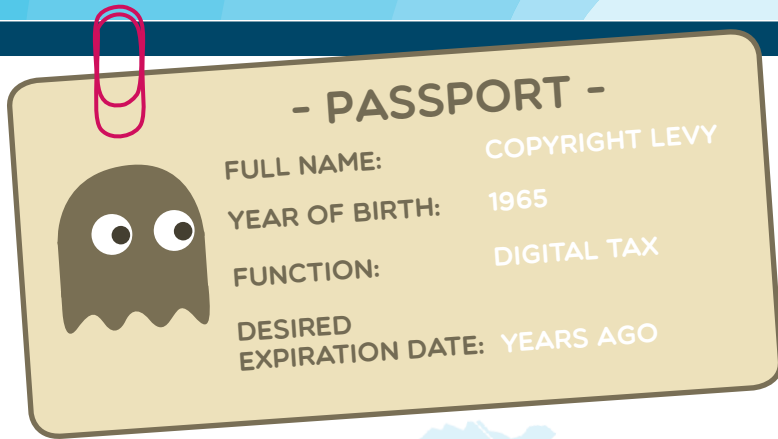




# Happy Birthday Copyright levies?



## WHAT IS A COPYRIGHT LEVY?

A copyright levy operates as a hidden tax that consumers have to pay when they buy recordable media and electronic devices.

Copyright levies were invented in 1965 to compensate copyright holders for the private copying of their works.



## DOUBLE PAYMENT

Through licensing agreements, private copying of licensed content is already priced into purchase. Imposing copyright levies on top of this forces consumers to pay twice for the same content.



## REIMBURSEMENT

Reimbursement systems for professional use **do not exist** or do not function. For example, in France, in 2011-2014 about 400,000€ was reimbursed against an estimated amount of 40



## CASE OVERLOAD

Since 2008, 10 cases on private copying have been referred to the Court of Justice of the European Union. Should litigation replace true reform?



## NO TRANSPARENCY

Consumers are not aware that they are paying copyright levies as this extra tax does not appear on the invoice when they buy devices subject to these levies.



## NEW TRENDS

Music streaming had a 40% growth in 2014<sup>1</sup>. The more people stream, the less they copy, making copyright levies obsolete.



## PHASE IT OUT NOW!

DIGITALEUROPE calls for an urgent reform of the copyright systems in the Digital age in line with consumer expectations.

<sup>1</sup>Source of data: Digital music report 2015, IFPI (International Federation of Phonography Industry)