



## RESOLUTION ADDRESSING THE THREATS OF STREAMERS IN DENMARK

The European group of the International Federation of Actors (EuroFIA) brings together performers' unions, guilds and professional associations from across the EU, the UK, EFTA and accession countries, representing tens of thousands of performers, including dancers, across Europe.

EuroFIA is greatly concerned about the brutal decision of streamers to reject "en bloc" the legitimate claims of performers and other content creators in Creative Denmark who, together with the Danish Producers' Association, were seeking a fair and proportionate remuneration for the exploitation of their work on those platforms.

The unilateral decision of these dominant market operators to stop developing new Danish drama instead, suddenly leaves creators and producers without jobs and income. Despite the large profits made by these powerful corporations during the Covid-19 crisis, this openly defiant behaviour is yet another proof of the systemic market distortion in the audiovisual industry, where only a few players concentrate most of the value and can behave as they see fit. The business model that streamers are keen to enforce is not only detrimental to the livelihood of performers and other creators, but also to the local audiovisual ecosystem, disrupting an established practice of shared economic success, which has delivered sustainable careers, content diversity and quality drama in Denmark for several decades.

Purchasing all rights upfront and in perpetuity for an upfront payment should not be tolerated anymore. Lump sums are to be the exception, rather than the rule, and this was clearly acknowledged by the 2019 EU Copyright directive, which sought to redress the lack of bargaining power of content creators by granting them key prerogatives to access information about the actual value of their rights, and to claim a fair remuneration with respect to all revenues made by the exploitation of their work. The directive specifically mentions collective bargaining as one of the means to achieve this legitimate goal.

By exploiting their dominant position and their enormous purchasing power streamers are bullying Danish creators and producers into submission, pressuring them to cave into their demands. This behaviour shows how important it is for EU member States to meaningfully transpose the 2019 Copyright directive, by granting creators an enabling legal framework to extract a fair value from the rights they are trading. It also shows the significance of building strong alliances among creators to resist the pressure towards ever lower standards.

EuroFIA stands in solidarity with Create Denmark and calls on streaming platforms to engage on fair terms with the creative community in the country, with a view to resuming production as soon as possible.

*EuroFIA Meeting, Madrid, 28 June 2022*