



## **Initiative Urheberrecht conference on December 12, 2016 “Digital Platforms - Opportunities + Challenges”**

Throughout 2016, many places have seen discussions and events concerning the “digital platforms” of the information society, and numerous aspects have been and are still being considered. In spring, the Federal Ministry for Economic Affairs presented the “Digital Platforms” Green Paper, the results of which will be published in a White Paper in early 2017. The European Commission dedicated a substantial portion of its recently published recommendation concerning the development of copyright law in the information society to the use of digital platforms and the corresponding draft directive ([http://europa.eu/rapid/press-release\\_IP-16-3010\\_en.htm](http://europa.eu/rapid/press-release_IP-16-3010_en.htm)).

We, “Initiative Urheberrecht,” concern ourselves not only with the development of authors’ rights, this “labor law of creatives.” The future of the commercial exploitation of “content” in the cultural industry as the basis of income generation for creatives is also of utmost importance to us. In particular, all varieties of digital platforms represent a major challenge for marketing opportunities for works and services - not only for creatives but also for distributors, producers, and publishers.

Who benefits from the use of platforms? How can we close the value gap that results when shifting profits from the cultural industries to the digital economy?

How does media and cultural policy respond and how does it participate in the Brussels discussion between the European Commission, the European Parliament, and the European Council regarding the establishment of a framework?

Together with authors and performing artists, scientists, leading political stakeholders, and platform operators, we intend to explore these issues on December 12, 2016 in collaboration with the Berlin Academy of Arts.

The focus of the conference will be on the living and working situation and the future of creatives, as well as that of many companies in the information society.

**December 12, 2016**

**10:45 a.m. – 6:00 p.m. (followed by a reception)**

**Berlin Academy of Arts, Pariser Platz**

You can find the current program and register for the conference at <http://plattformen-konferenz-2016.de>.

---

In the context of its “The Future of Authors’ Rights” conference on December 1-2, 2015, at the Berlin Academy of Arts, Initiative Urheberrecht previously addressed some of these issues ([www.zukunftskonferenz-urheberrecht.de/en](http://www.zukunftskonferenz-urheberrecht.de/en)).

---

Initiative Urheberrecht  
Mohrenstraße 63 | D-10117 Berlin  
Phone: +49 (0) 30 2091 5807  
[info@urheber.info](mailto:info@urheber.info) | [www.urheber.info](http://www.urheber.info)

**The initiative comprises more than 35 organizations and unions, representing the interests of about 140,000 authors and performing artists.**