

KOMMENTTIPUHEENVUORO: Rikkooko uusi tekijänoikeusdirektiivi internetin?

FicomForum

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REPORT 2018



neogames
HUB OF THE FINNISH GAME INDUSTRY

220
Studios

3200
Employees

27% non-Finnish (18% in 2016)
20% females (18% in 2016)

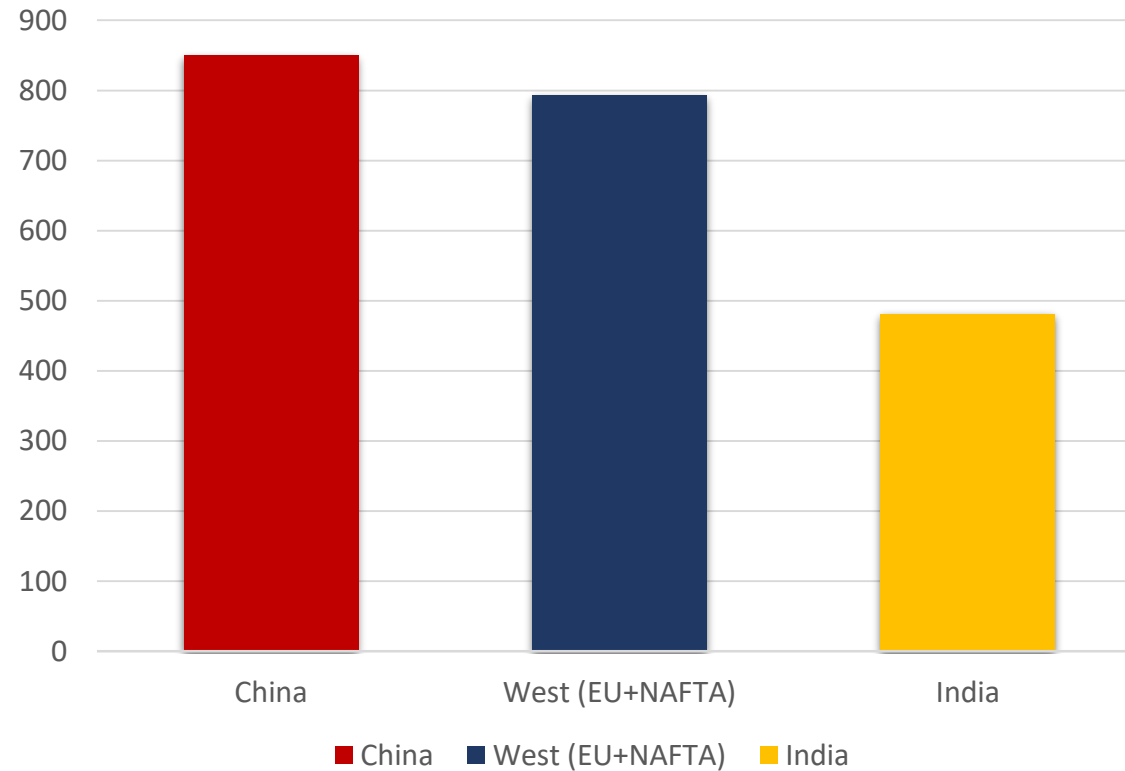
2100M
Turnover (M€)

Source: The Games Industry of Finland 2018
Neogames, 2019: <http://www.neogames.fi/finnish-game-industry-report-2018/>

**Article 17: Game markets are global.
regulation is local.**

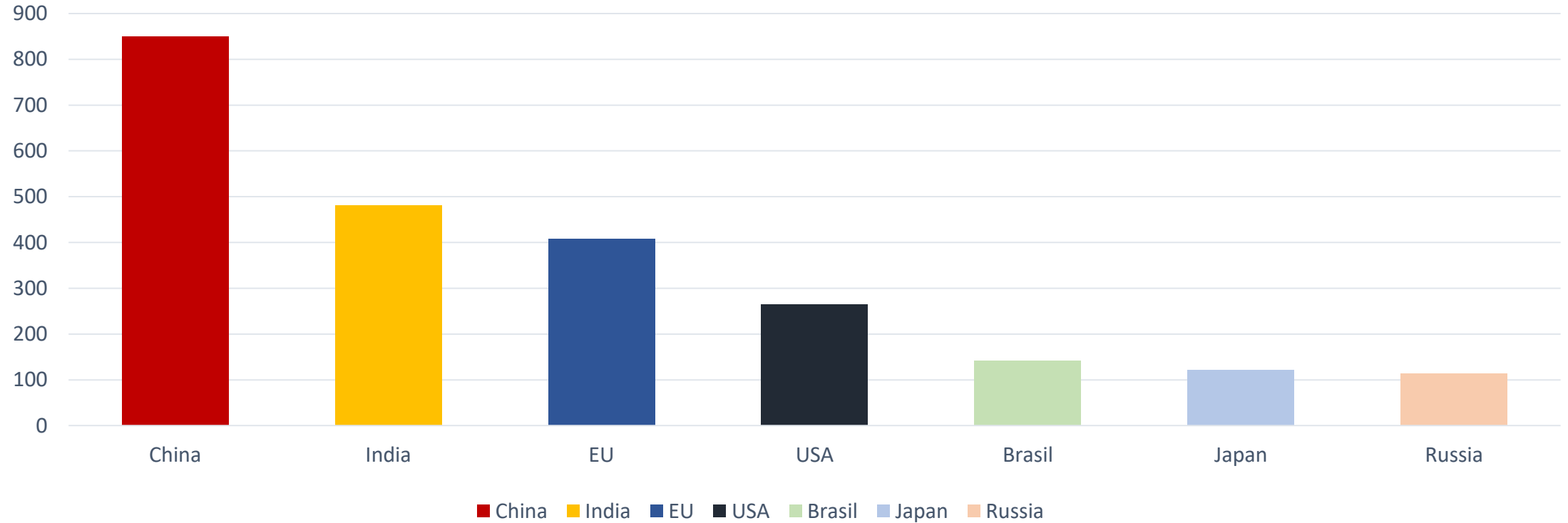
How we like to think it works.

(Total internet population in key market areas)



How it really works nowadays.

(Total internet population in key market areas)



Article 17

- **No content filters, but new obligations**

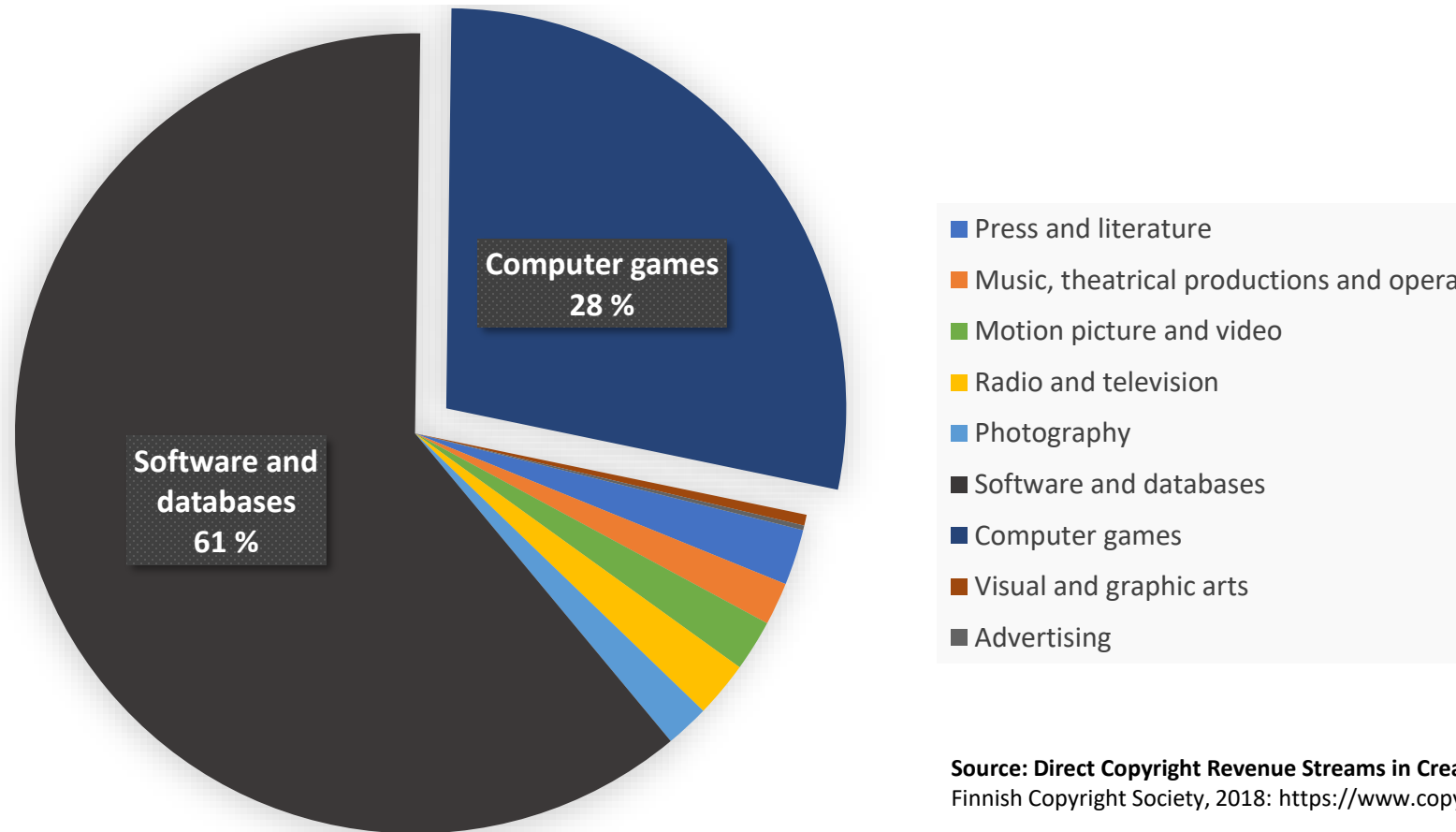
- New copyright directive: *"service providers demonstrate that they have taken best efforts to ensure the unavailability of specific works"*
- Terrorist Content Regulation (under negotiations): *"Terrorist content online should be removed within one hour after receiving a notice from authorities"*
- Audiovisual media service directive: *"Member States shall ensure that audiovisual media services do not contain any incitement to violence or hatred directed against a group of persons or a member of a group"*

- **Impact**

- Great market uncertainty (e.g. what happens to influencer and viral marketing)
- The future happens outside Europe (now new PewDiePie from Europe)

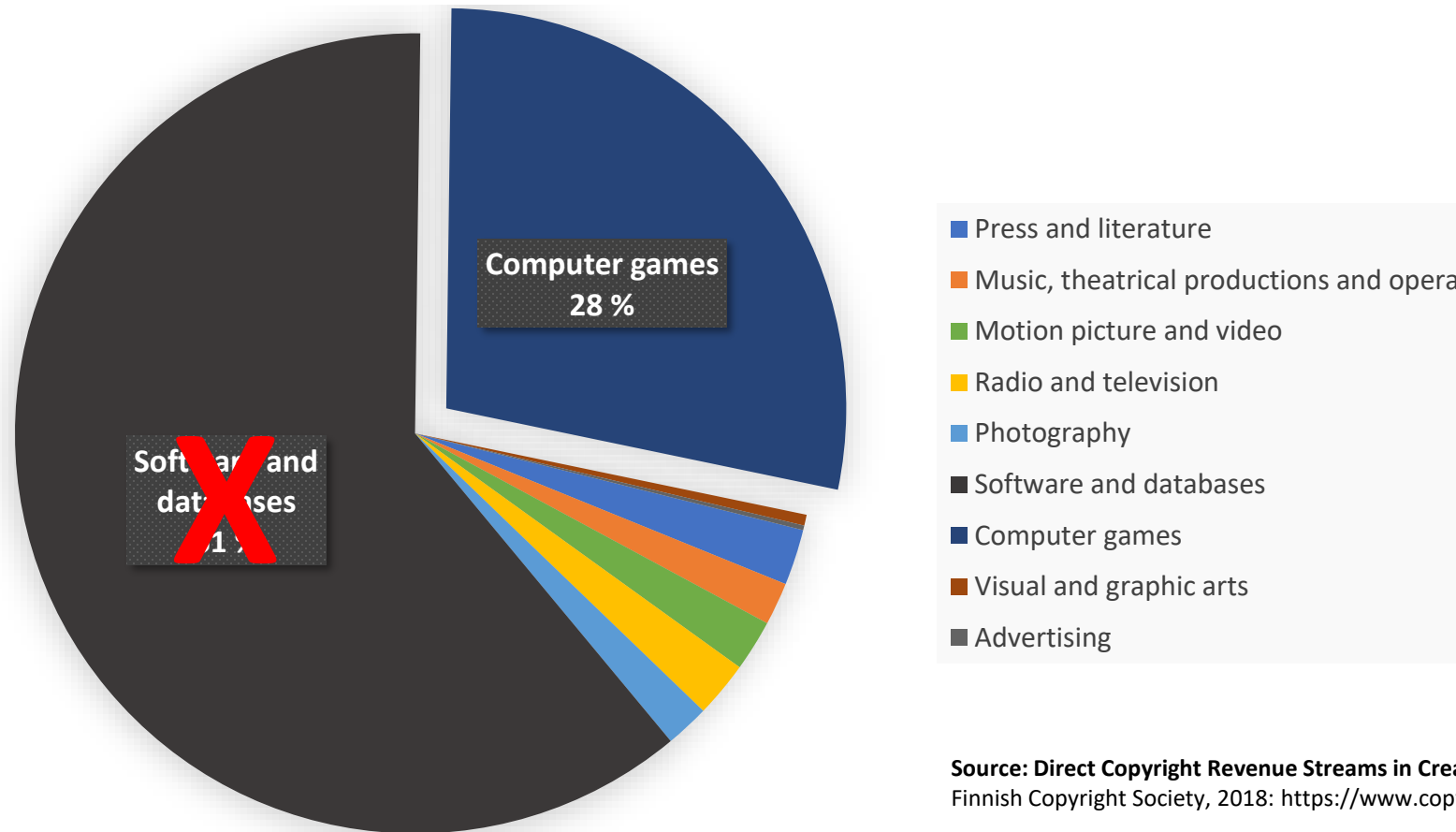
Article 18-22: Not the new rights, but the bureaucratic burden

28% of the Finnish copyright comes from games



Source: Direct Copyright Revenue Streams in Creative Industries in Finland 2017, Finnish Copyright Society, 2018: <https://www.copyrightsociety.fi/?x172141=185616>

Article 23: “Articles 18 to 22 of this Directive do not apply to authors of a computer program”



Source: Direct Copyright Revenue Streams in Creative Industries in Finland 2017, Finnish Copyright Society, 2018: <https://www.copyrightsociety.fi/?x172141=185616>

Article 18-22

- **New rights**

- Article 18 Principle of appropriate and proportionate remuneration
- Article 20: Contract adjustment mechanism
- Article 21 Alternative dispute resolution procedure
- Article 22 Right of revocation

- **more administrative burden**

- Article 19 Transparency obligation

- **Impact**

- Massive administrative burden
- Protection of confidential information (?)
- User generated content (?)
- Increased contractual risk, how about non-European subcontractors (?)

- **On the long run**

- Europe takes the lead in procedural/algorithmic content creation

Articles 6-11:

**Have you ever played the first
Finnish video game?**

Chesmac by Raimo Suonio, 1979

**It is time to save our
digital cultural heritage.**

Articles: 6-11

- **Now**

- The first decades of European digital culture are quickly becoming the dark ages of European digital cultural heritage

- **Impact**

- Memory institutions have better legal (but not financial means) to save digital games for upcoming generations

**Rikkooko uusi tekijänoikeus-
direktiivi internetin?**

Ei, mutta se muuttaa sen.

Thank you
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