

**ANDRUS ANSIP**

VICE-PRESIDENT OF THE EUROPEAN COMMISSION

Brussels, 26. 07. 2016  
JG/hk - Ares (2016) 3924625

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*Dear Honourable Members,*

*I refer to the open letter of 20 June 2016 to President Juncker, Commissioner Oettinger and myself that was sent on behalf of the Intergroup Cultural and Creative Industries of the European Parliament. In this letter, you call for solutions to address the situation described therein of a transfer of the value generated by protected content online to the benefit of intermediaries.*

*We share your view that an effective framework is one where the creative sector can benefit fairly from new online uses of their content. This is why the Commission raised this issue in the December 2015 Communication "Towards a modernized copyright framework" and has undertaken consultations on the different issues related to the sharing of the value created by new forms of online distribution of copyright-protected works.*

*We also share your view that any decision as to possible steps in this area needs to be evidence-based and to take into account the need to strike the right balance between all interests at stake. There is a need, as well, to ensure a consistent approach in the various initiatives which are part of the Digital Single Market. On that basis, the Commission will propose measures in the course of September 2016 on modernizing the current copyright framework.*

*Yours faithfully,*

  
Andrus Ansip