



DR

# THE CISAC CASE FROM A "BROADCASTER'S" VIEW

SOPHIENBERG CONFERENCE 2009

BY MARIA RØRBYE RØNN

DIRECTOR, DR LEGAL AND PUBLIC AFFAIRS

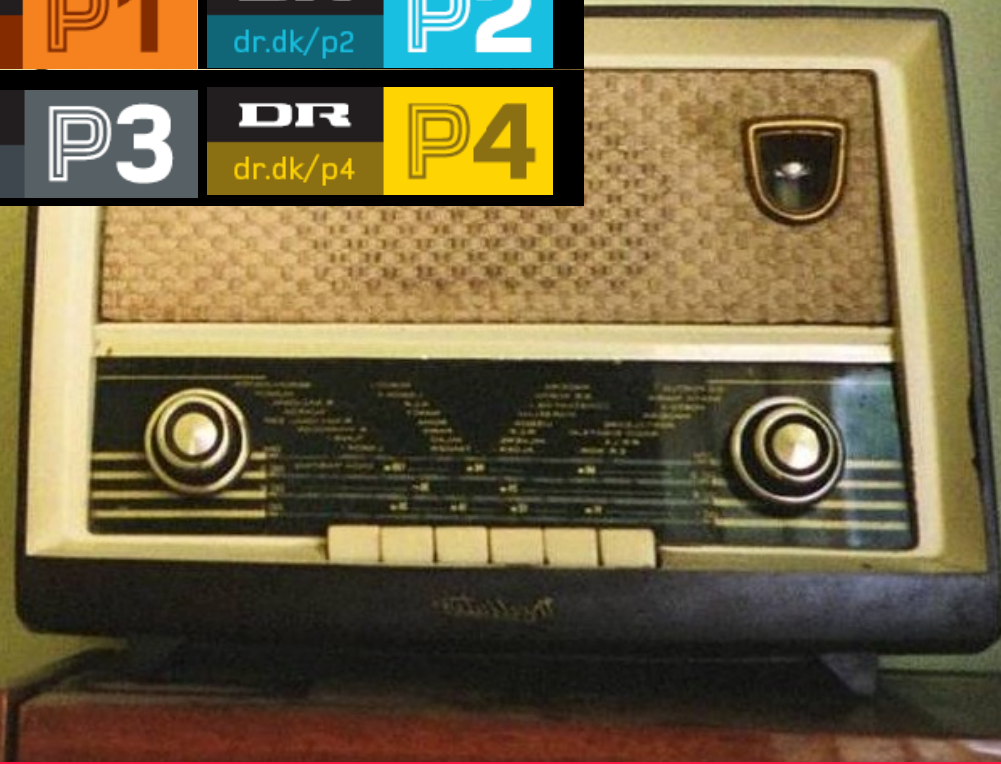
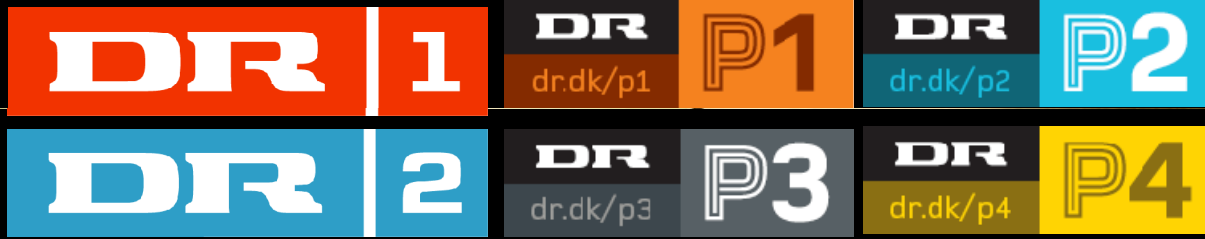


## ANALOGUE PAST

DR used to broadcast music on

Two tv channels

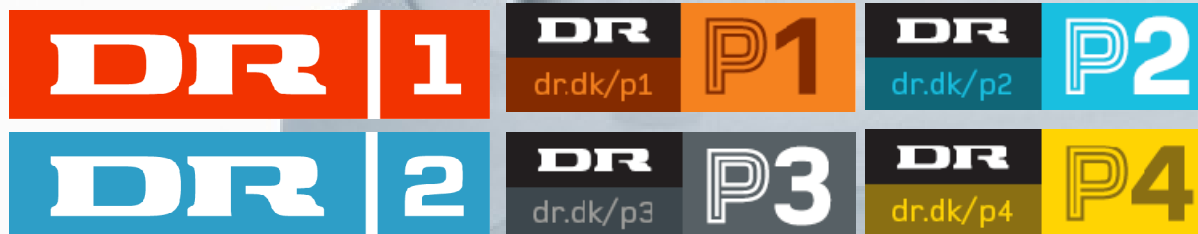
Four FM radio channels





## DIGITAL PRESENT

- ▣ The number of channels and music offers has grown enormously
- ▣ By 1 November 2009 DR will be offering music on:
  - ▣ 6 tv channels
  - ▣ 4 FM channels
  - ▣ 15 DAB channels
  - ▣ 29 internet channels
  - ▣ a huge music universe on dr.dk including music on demand
  - ▣ downloadable programmes with music in them







## DRs SPECIAL PUBLIC SERVICE OBLIGATIONS

- ∏ Public Service content on all relevant platforms to the entire population
- ∏ Quality, versatility, diversity
- ∏ Important intermediary and producer of Danish music
- ∏ 9 orchestras and choirs
- ∏ Serve Danes abroad





## IMPLICATIONS OF THE CISAC DECISION FROM DR'S VIEW

- ∏ Loss of "one-stop-shop"
- ∏ Threat to the Nordic extended collective licenses model
- ∏ Real monopolies or at least oligopolies in music rights
- ∏ Increase in transaction and negotiation costs
- ∏ Loss of legal certainty and transparency as regards which repertoires are held by which society og entity







## IMPLICATIONS OF THE CISAC DECISION FROM DR'S VIEW

- ▣ Endangers media pluralism
- ▣ Detrimental effects on cultural diversity
- ▣ Limit consumer choice of broadcast programmes







## IMPLICATIONS OF THE CISAC DECISION FROM DR'S VIEW

⌋ Conflicts with the fundamental  
principle of country of origin of  
European copyright law



## DR'S WISH

⌌ Extended collective license with KODA covering the world repertoire for all platforms and including reception outside Denmark

⌌ Confirmation of the country of origin principle

⌌ Fair and transparent payment



This document was created with Win2PDF available at <http://www.win2pdf.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.  
This page will not be added after purchasing Win2PDF.