

## PRESS RELEASE

### EDiMA reaction: EU Copyright Directive is not fit for digital era

**Brussels, 26 March 2019 – Today’s adoption of the EU Copyright Directive in the European Parliament does not create copyright rules fit for the digital age and will prevent Europe’s consumers and creators from making the most of the online world.**

EDiMA, representing digital businesses and online platforms in Europe, regrets the lack of clarity and practicality of two key articles of the Directive.

“This legislation does not achieve what it set out to do – to modernise copyright for the digital era,” according to Siada El Ramly, EDiMA Director General.

“Although we acknowledge the final text has improved significantly from earlier drafts, we still fundamentally disagree with it, as it undermines other EU law, tries to force a licensing business model on open platforms, and weakens the fundamental privacy and freedom of speech rights of EU citizens.”

Specifically, Article 11 of the Directive have been found to be ambiguous and will lead to the greater likelihood of litigation. Whilst Article 13 continues to be technically unworkable because it imposes a monitoring obligation on platforms, in conflict with the e-Commerce Directive which states that that there should be none.

EDiMA maintains its concerns regarding the broader implications of the text agreed upon today, however is satisfied with some of the mitigation, scope and proportionality measures that have been included and will work with its members to undertake implementation. The association would like to thank the attachés, Parliament Representatives, and other stakeholders we’ve worked with for their efforts on this challenging file.

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\* EDiMA is the European trade association representing online platforms and other innovative businesses. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, Microsoft, Mozilla, OLX, Snap Inc., TripAdvisor, Twitter, Veon Digital, Verizon Media and Yelp. EDiMA’s members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.