



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR EDUCATION AND CULTURE

DIRECTORATE D: CULTURE AND CREATIVITY
Unit D1: Cultural diversity and innovation

– Flash –

Brussels, 29/01/2015

Commissioner Navracsics – Meeting with [REDACTED], [REDACTED] AMAZON

29 January 2015, 10.15-11.00, Brussels, BERL 9/203

A delegation from AMAZON visited Commissioner Navracsics to advocate about AMAZON's ambition to be a culture' promoter in Europe (supporting digitization of cultural content, promoting small/minority languages and implementing culture-related projects in different EU MS) and to present their view on a number of issues related to the DGM initiative. To note that Amazon is present in Europe since 2000 and employs 33.000 people in EU countries.

The Commissioner listened to the concerns voiced by the participants in relation to three issues related to the Digital Single Market: (1) copyright; (2) VAT on e-books and (3) revision of the AVMS Directive and informed that the discussions on those issues within the College are ongoing.

Regarding copyright, it was highlighted that copyright is not a burden, as Amazon is providing services. Given that the consumption of content is local, the reform should address the issue of territoriality. The participants pointed to three problems perceived by AMAZON in this context: (1) the enforcement of the directive on collective management of rights and multi-territorial licensing, of music rights (adopted in February last year). The transparency of the register is perceived as fundamental to expand the offer; (2) copyright levy for digital product: AMAZON in favour of a solution avoiding double payment of the levy; (3) exception for private copying.

AMAZON's delegation took a strong position against the unequal fiscal treatment for e-books. They argued in favour of abolition of tax exemption for physical books (no preferential taxation for physical books is the case in the US). To make their case, they referred to a study on cultural and economic value of e-books (by Deloitte, 2014) and to case studies on how the growing digital market is (positively) affecting the authors ([Transformations](#), an AMAZON publication, 2014). The Commissioner listened to the concerns, but did not voice a position on this issue, referring to the competence of the Commissioner Moscovici in charge of taxation.

As to the revision of the AVMS Directive, the participants pointed to the importance of cross border free access for video on demand, arguing in favour of the country of origin principle and the principle of portability for audio-visual services.

Finally, [REDACTED] offered support to Commissioner Navracsics to set up a High Level Group on cultural aspects of the Digital Single Market (industry-led), to discuss issues ranging from e-reading, distribution of digital content to the support to the CCSs which intend to go online.

External participants

[Redacted], Amazon

[Redacted], Amazon Europe

[Redacted], Amazon Europe

Commissioner Tibor Navracics

Adrienn Kiraly, Member of the Cabinet of Commissioner Navracics

[Redacted]