



CW! top-line statement on network fees

Creativity Works! calls on EU policymakers to thoroughly assess the introduction of “network fees” and its impact on Europe’s creative & cultural sectors and European consumers

Creativity Works!, Europe’s leading alliance of the creative and cultural sectors, wishes to express its concerns following calls by large telecom companies for direct contributions from large bandwidth users, including over-the-top media services (OTTs) and creative content providers, to the cost of telecom infrastructure. Such proposals could pose a threat to the sustainability of the European creative sectors and their consumers.

Creativity Works! members create, produce, publish, distribute and exhibit a wide range of creative and cultural content in the European Union. We understand and value the paramount importance of a strong telecom infrastructure and availability of high-speed internet access, which allows for the high-quality distribution of our creative content to a wide and diverse audience. However, the assertion that creative content providers, such as online streaming providers, disproportionately enjoy the benefits of the internet ecosystem without contribution needs to be critically assessed. Creative content providers already significantly invest in the internet ecosystem, through measures such as content delivery networks (CDNs), compression technology, caching, and other measures that improve the efficiency and sustainability of network infrastructure, all of which serve to reduce traffic-related costs for ISPs. Furthermore, creative content providers hugely invest in content to the benefit of consumers, but also to ISPs – the popularity of creative content services being a main driver of selling and upselling of their services.

The possible introduction of network fees could have unintended consequences on the significant investments made by the sector in a wide range of diverse creative and cultural content. We also urge policy-makers to consider the effects of such a measure on the whole ecosystem, including content creators and producers, threats to net neutrality and consumers. All of these need to be carefully and thoroughly assessed.

CW! remains at the disposal of policymakers to share the experiences of the creative & cultural sectors in Europe – which **employ 15 million people, are Europe’s third largest employer and account for 4.4% of EU’s GDP** – and looks forward to continuing to engage on the issue.

About Creativity Works!

As a leading European coalition of the cultural and creative sectors, our diverse membership includes broadcasters, writers and screenwriters, book publishers, sports organisers, picture agencies, films/TV producers, publishers and distributors as well as music publishers:

Association of Commercial Television and Video on Demand Services in Europe (ACT); Center of the Picture Industry (CEPIC); The European Audiovisual Production Association (CEPI); European Writers’ Council (EWC); Federation of European Publishers (FEP); Interactive Software Federation of Europe (ISFE); International Federation of Film Distributors’ and Publishers’ Associations (FIAD); International Federation of Film Producers’ Associations (FIAPF); Federation of Screenwriters in Europe (FSE); International Confederation of Music Publishers (ICMP); International Video Federation (IVF); La Liga; La Ligue Française de Football; MEDIAPRO; Motion Picture Association (MPA); The Premier League; VAUNET Verband Privater Medien e.V.

Find out more about the coalition at www.creativityworks.eu
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