

Rewarding Creativity and Investment into Cinema

Extract from UNIC's Annual Report 2014-2015

Copyright nurtures film-making and facilitates investment into the production, distribution and exhibition of great films that billions of cinema-goers around the world enjoy each year. Illegal film viewing and recording – on the other hand – endangers the diversity as well as the competitiveness of European film and cinema and puts at risk much-needed jobs for millions of Europeans working in the creative industries. Cinema exhibitors therefore fight illegal recordings of films and audio tracks in theatres. UNIC at the same time encourages public awareness campaigns that highlight the positive contribution of the film and cinema sector to society and condemn illegal film recordings and online piracy. In its advocacy work, UNIC liaises with EU decision-makers and governments across Europe to ensure that copyright enforcement rules are implemented in an effective way. On another level, UNIC promotes policies that help ensure that new online platform operators increasingly become participants in, rather than merely beneficiaries of, European cinema, contributing to the financing of films as well as by becoming more transparent with regard to the value they add to the entire film eco-system.