



DOT Europe reaction to the European Commission guidance on the implementation of ART. 17 of the Directive on Copyright in the Digital Single Market (Directive 2019/790/EC)

Brussels, 4th June 2021 – DOT Europe, the voice of digital, online and tech companies in the EU acknowledges the European Commission's publication of the long-awaited guidance on the implementation of ART. 17 of the Directive on Copyright in the Digital Single Market (Directive 2019/790/EC) – just before the implementation deadline of the Directive.

Siada El Ramly, Director General of DOT Europe, said: "The guidance provides clarification of many of the ambiguities that remained in ART. 17 and that were left unresolved through the stakeholder dialogues yet also introduces a new one - namely, the concept of 'earmarked content' by the right holders without specifying what that constitutes or how the earmarking process can be deemed effective or substantive."

At least the guidance will provide the Member States with the necessary guidance as to how best efforts should be implemented.

ENDS

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Notes to the editor:

DOT Europe (previously called EDiMA) is the voice of the leading internet companies in Europe. DOT Europe's mission is to develop ideas and support policy initiatives that foster an innovative, open and safe internet for Europe's citizens and businesses. More information is available here: <https://doteurope.eu/>

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