



## CONTEXT

Commercial broadcasters and video-on-demand services are at the forefront of developing and distributing European audiovisual content. Digital pirates continuously adapt their techniques and skills to be able to promote their illegal activities with impunity. Generally, piracy is just the tip of the iceberg, while these malicious players operate identity theft technologies and malware installations. These are authentic criminal networks which crawl the internet today and escape the eye of the legislator.

*Why live content?* Live content - such as sports and entertainment - is unique in that the value of the rights is concentrated during the specific broadcast/stream. Therefore, it requires an instant reaction from online intermediaries, without ever posing a threat to freedom of expression since live content is clearly watermarked and cannot be the subject of any exemption.

*How can the EU help?* The only effective tool is a legislative one. Non-legislative approaches allow intermediaries to continue to exploit existing ambiguities in the law and will not have the desired impact. We have seen some noticeable progress in a few Member States. This progress should be expanded and completed at European level while respecting the principle of subsidiarity<sup>[1]</sup>. Europe can play a key part in fighting against piracy of live content by adopting a dedicated legislative instrument in the upcoming 2023 Work Programme of the European Commission.

## DRAFT PROGRAMME

1. Welcome
  - Grégoire Polad, Director General, ACT
  
2. Political & industry opening statements
  - MEP Didier (EPP, France)
  - MEP Frankowski (EPP, Poland)
  - Maxime Saada, Chairman and Chief Executive Officer of CANAL+ Group – live intervention
  - JD Buckley, Chief Executive Officer of Sky Ireland- pre-recorded message
  
3. Piracy of live content, technical and operational challenges
  - Céline Boyer, Head of Cyber Security- Content protection- Fraud- Canal + Group
  - Matthew Hibbert, Director, Group Anti-piracy programmes and UK/ROI operations, Sky
  
4. Piracy of live content: a European approach
  - Ted Shapiro, Partner and Head of Brussels Office, Wiggin LLP
  
5. Panel: Live sector representatives
  - Mark Lichtenstein, Chairman, SROC
  - Silke Lalvani, Head of Public Affairs, Pearle
  - Carolina Lorenzon, Director, International Affairs- Head of EU Liaison Office, Mediaset, Chair of the Board, ACT
  - Melanie Eve Amilhat, Government Relations Director, Paramount (Brussels office)

*Moderation: Grégoire Polad, Director General, ACT*

6. Concluding remarks
  - MEP Hannes Heide (S&D, Germany) (tbc)
  - Caroline Guenneteau, General Counsel and Head of Anti-Piracy, beIN Media Group
  - Grégoire Polad, Director General, ACT