

## **PRESS RELEASE : Keeping the cloud free of private copying levies**

**15 November 2013**

Today OpenForum Europe is releasing a joint communication [See attached](#) with the Cloud Industry Forum and the Computer and Communications Industry Association, calling on the European Union to reject the application of private copying levies schemes to cloud services.

Cloud computing represents a huge opportunity for Europe, with an expected overall cumulative impact on GDP of close to EUR 1000 billion, and millions of jobs, by 2020<sup>1</sup>. In particular the take-up by European SMEs is expected to grow rapidly, helping them gain in efficiency and positioning themselves on the global market. For consumers, cloud services delivers a host of useful day to day applications, new opportunities to share and store personal content, and new ways to consume creative content anytime, anywhere.

The signatories of this communication are concerned, however, that recent proposed policy developments would considerably undermine the potential of cloud computing for growth and innovation – as well as consumer welfare – in Europe through the application of levies to cloud services.

Private copying levies is an outdated model created in an age of physical media and content exclusively produced for commercial distribution, which does not reflect recent evolutions. Applying them to cloud services would be a drag on the competitiveness of the European industry, hamper the growth of the digital single market, and ultimately be unfair for consumers who risk facing multiple payments for the same content.

Shifting levies to cloud services will only do harm. Digital and cloud services are driving the growth of revenue for content owners. Levies would merely reduce the creative and economic opportunity for creators. Rather, policy makers should provide the optimal conditions for creators to create, distribute and sell in order to provide a sustainable basis for the creative sector.

*For more information please contact OFE's CEO Graham Taylor on [graham@openforumeurope.org](mailto:graham@openforumeurope.org) or OFE's Director in charge of European Policy & Government Relations Maël Brunet on [+32 2 210 02 80](tel:+3222100280), [mael@openforumeurope.org](mailto:mael@openforumeurope.org).*

### *Openforum Europe*

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<sup>1</sup> See e.g. J.M. Barroso, 'Innovating in the digital era: putting Europe back on track', presentation to the European Council of 24-25 October 2013, available at [http://ec.europa.eu/news/pdf/131024\\_en.pdf](http://ec.europa.eu/news/pdf/131024_en.pdf)