

ECCIA welcomes the European Commission’s approach to tackling illegal content online

Today, as a follow-up to its Communication from September 2017, the European Commission published a Recommendation on “measures to effectively tackle illegal content online”.

ECCIA warmly welcomes this initiative, which sends a clear message to Member States and online platforms that more needs to be done to proactively and swiftly remove illegal content online.

Carlos Falco, President of ECCIA, commented:

We welcome the Commission’s horizontal approach to tackling illegal content online. While we acknowledge that different types of content may need different types of responses, all types of illicit content should be tackled. This is particularly true in the case of counterfeiting, whose recrudescence online increasingly puts at risk European consumers’ health and safety and damages Europe’s economy.

In addition to highlighting the need to set up effective notice and action procedures, the Recommendation encourages online platforms to adopt more effective tools and proactive technologies, in particular for content which does not need contextualisation to be deemed illegal, such as counterfeited goods.

We strongly encourage the Commission to continue to monitor Member States’ and online platforms’ efforts in tackling illegal content online and to assess the need for specific legislative measures to be adopted in the future.

About ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of five European cultural and creative industries organisations: Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy), Meisterkreis (Germany) and Walpole (UK), who between them represent over 400 brands and cultural institutions. Based on art, culture and creativity, our work is underpinned by continuous innovation, a relentless focus on quality, highly skilled employment and strong export abroad. Our members strive for the highest quality in all they do, from products and services all the way to the experience offered to consumers.

Contact

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