



THE COLLECTING SOCIETY OF AUTHORS,
PERFORMERS AND FILM PRODUCERS
OF AUDIOVISUAL WORKS OF SLOVENIA, k.o.

Opportunities (and limits) for media and copyright regulation and self-regulation

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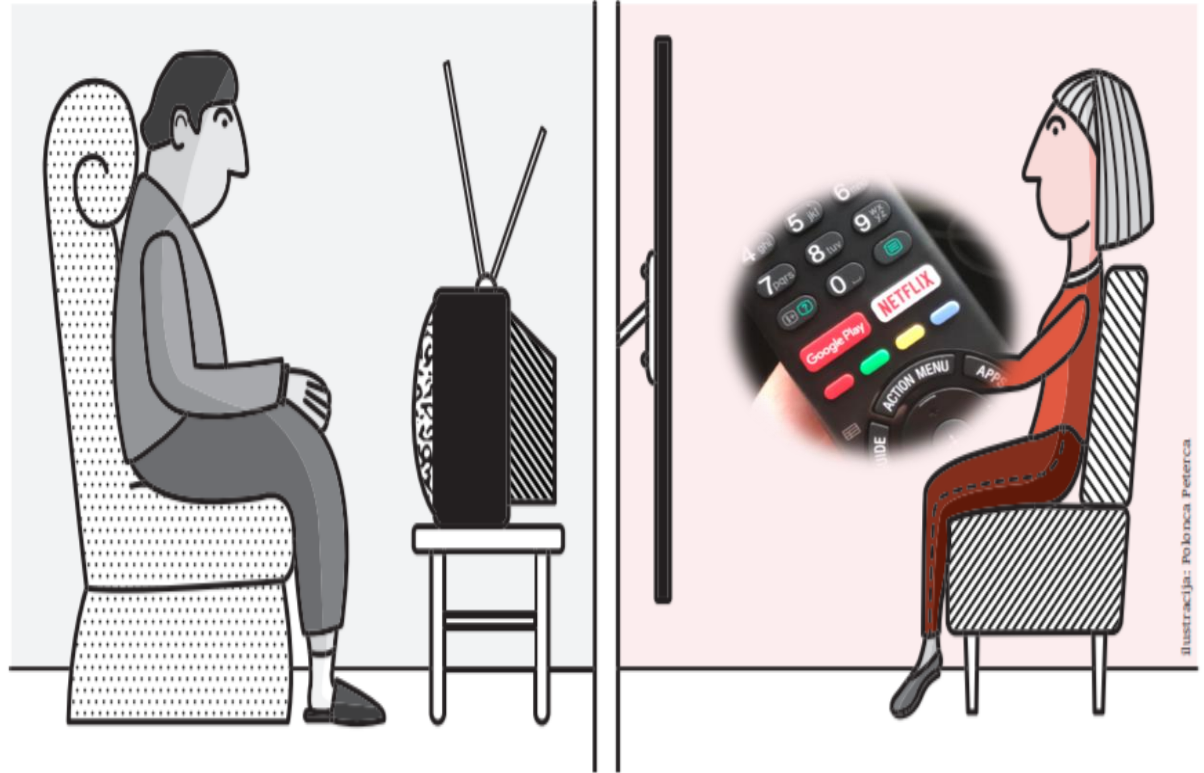
THE ARCHITECTURE OF JOZE PLECNIK





Collective bargaining in copyright

Technological development



2010: watching in real time
only on TV set

2022: consuming 27/7 on
several different units and
platforms

Technological development

1995

- 1 Mitsubishi Corporation
- 2 Mitsui & Co., Ltd.
- 3 Itochu Corporation
- 4 Sumitomo Corporation
- 5 General Motors Corporation
- 6 Marubeni Corporation
- 7 Ford Motor Company
- 8 Exxon Corporation
- 9 Nissho Iwai Corporation
- 10 Royal Dutch/Shell Group

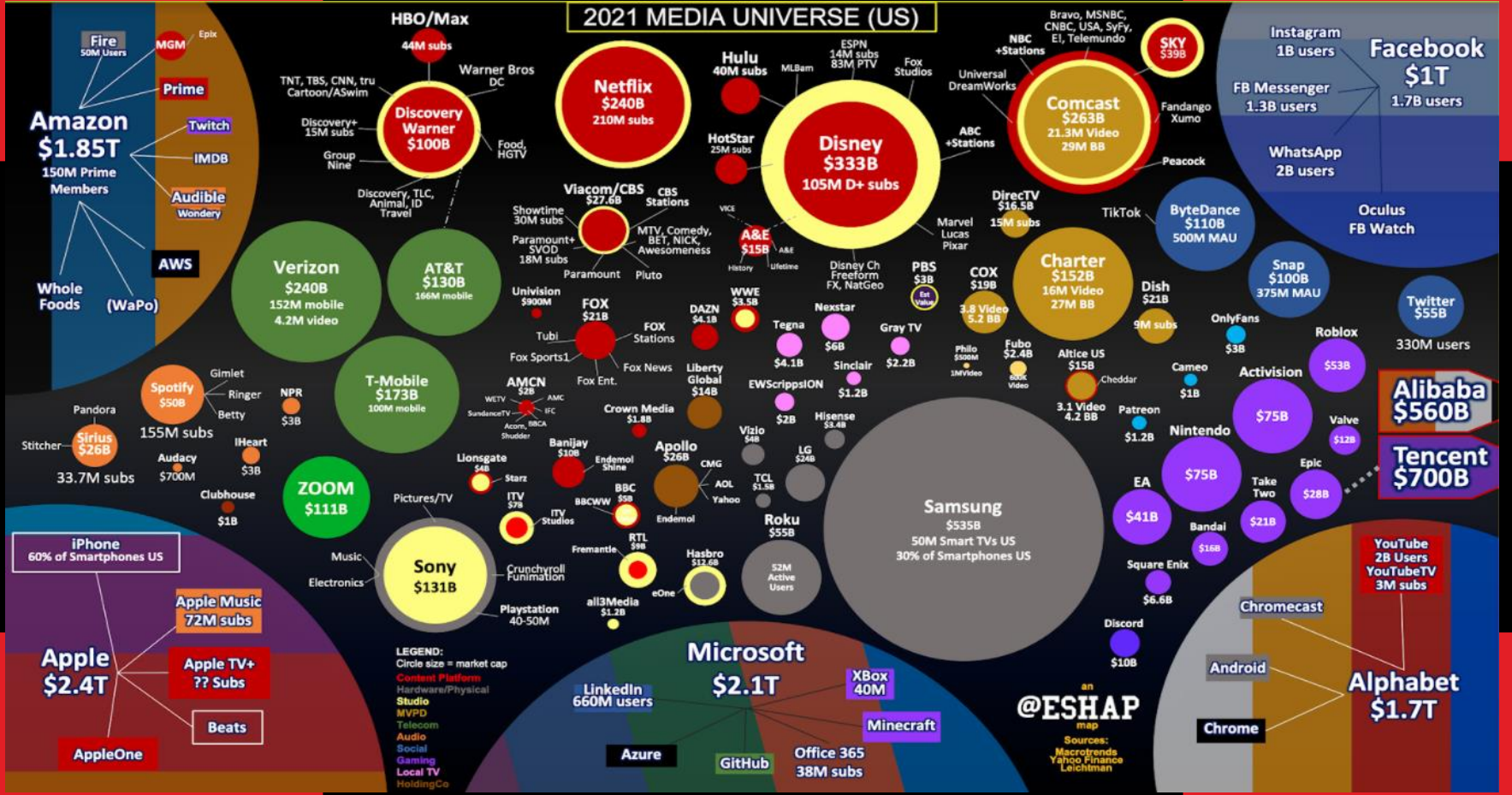
2010

| Rank | | First quarter ^[57] |
|------|--|----------------------------------|
| 1 |  | PetroChina ▼329,259.7 |
| 2 |  | Exxon Mobil ▼316,230.8 |
| 3 |  | Microsoft ▼256,864.7 |
| 4 |  | ICBC ▼246,419.8 |
| 5 |  | Apple Inc. ▲213,096.7 |
| 6 |   | BHP Billiton ▲209,935.1 |
| 7 |  | Wal-Mart ▲209,000.7 |
| 8 |  | Berkshire Hathaway ▲200,620.5 |
| 9 |  | General Electric ▲194,246.2 |
| 10 |  | China Mobile ▲192,998.6 |

2022

| Rank | | First quarter |
|------|---|--|
| 1 |  | Apple Inc. ▼2,050,000 ^[13] |
| 2 |  | Microsoft ▲1,778,000 ^[14] |
| 3 |  | Amazon ▼1,558,000 ^[15] |
| 4 |  | Alphabet Inc. ▲1,395,000 ^[16] |
| 5 |  | Facebook, Inc. ▲838,720 ^[17] |
| 6 |  | Tencent ▲766,970 ^[18] |
| 7 |  | Tesla, Inc. ▼641,110 ^[19] |
| 8 |  | Alibaba Group ▼615,010 ^[20] |
| 9 |  | TSMC ▲613,410 ^[21] |
| 10 |  | Berkshire Hathaway ▲590,050 ^[22] |

2021 MEDIA UNIVERSE (US)



CDSM directive

- ▣ CHAPTER 3
- ▣ Fair remuneration in exploitation contracts of authors and performers
- ▣ Article 18 - Principle of appropriate and proportionate remuneration

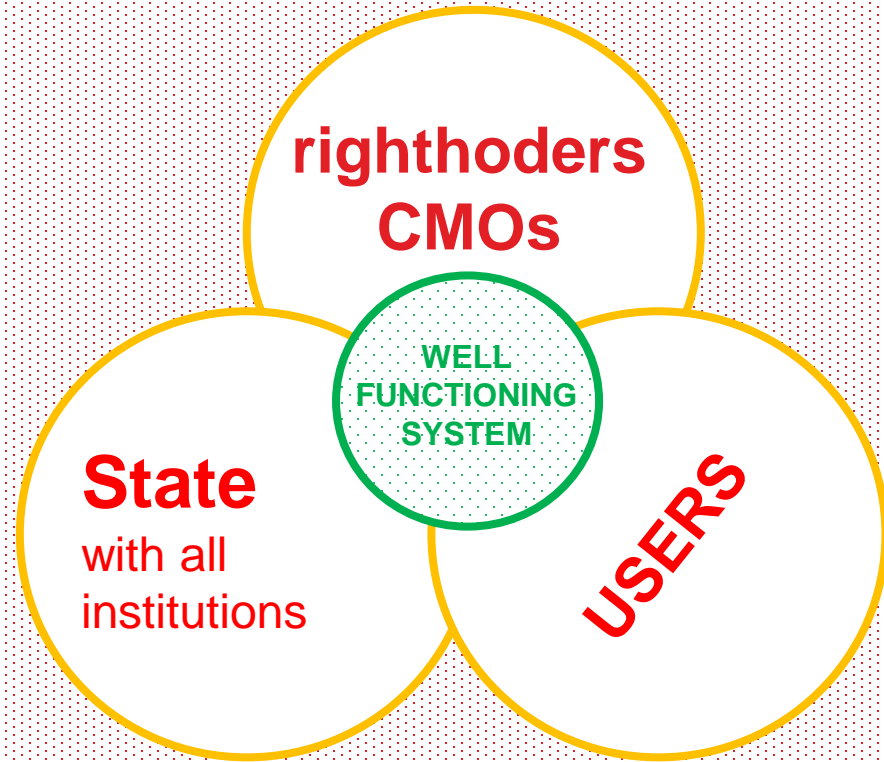
CDSM directive

- ▣ The remuneration of authors and performers should be appropriate and proportionate to the actual or potential economic value – ***Friends case***
- ▣ Member States are free to choose different mechanisms:
 - ▣ collective bargaining
 - ▣ other mechanisms – **collective management.**

Why collective management is the best mechanism?

- ▣ regulated – *CRM directive*
- ▣ transparent
- ▣ inclusive

Together!





Děkuji!

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