

EUROPEAN ALLIANCE OF NEWS AGENCIES

SECRETARIAT

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Sirs,

EU Commission Reflection Paper on Creative Content in a European Single Market: Challenges for the Future

The European Alliance of News Agencies (EANA) has already in its comments to the Commission Communication on Creative Content Online in the Single Market in February 2008 expressed disappointment with that the Communication focused entirely on “creative” content online. To the Commission this seemed to largely exclude news content produced by news agencies and their customers.

Reading the Commission´s Reflection Paper on Creative Content in a European Single Market: Challenges for the Future, we think that there is the possibility of a misunderstanding regarding the definition of “creative” in connection with “content”.

We as news agencies, think that “creative” is not the best word to describe the content we produce. But on the other hand, to describe an event in the way our journalists do every day is a very creative kind of work. If you send two reporters to the same event - be it a train crash, a climate conference or a celebrity wedding - they will write different stories. Some of the facts will be the same but the way to describe what has happened is the result of very creative efforts.

We do not think that anyone can deny that content written by news agency journalists is professionally produced. If you agree with this, also news agencies and their journalists can be described as professional creators. This would also be in line with the Commission´s statement regarding user-created content (“...which reflects a certain amount of creative efforts...”).

We would very much appreciate the Commission´s confirmation of this understanding of Creative Content.

For the EANA Bureau/Board
Erik Nylén
Secretary General
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