



SONY MUSIC



WARNER MUSIC GROUP



To: G7 Ministers of Culture

29 March 2017

CC: European Commission President

Dear Ministers,

We represent many of the largest media and entertainment businesses in the G7, forming a large part of the creative sector that contributes \$2.25 trillion to the global economy every year. As well as providing tens of millions of highly skilled jobs, we entertain billions of people every day with diverse content and provide vital investment to support sports, the arts, and culture.

Given the focus of the G7 Culture Ministers on protecting our cultural heritage, it is fitting that the Ministerial get-together will occur in Florence, which stands for the preservation and protection of culture. This is a vital continuation of the G7/G8 and G20 agendas of previous years, notably of France in 2011 which focused on protecting and promoting culture as of its core objectives.

We write now to ask for your support to ensure the continued success of the entertainment sector across the G7 countries and beyond. We are faced with an issue as impactful as trafficking of art, as harmful to our sector as any other international challenge, and which is growing more significant by the day. We are speaking about the systematic, wide-spread and sophisticated online infringement of our intellectual property by commercial enterprises that seek to make an illegitimate profit from our endeavour and creativity. It is better known as internet piracy and it places in jeopardy the capacity for our businesses to continue to invest, to grow and contribute to our economies and society.

Estimates of the rates of internet piracy vary, but most studies show around 30% of internet users around the world access illegal content regularly. The impact of such behaviour threatens billions of investment and tens of millions of jobs in our countries. It affects the whole entertainment supply chain, from the set designer to the make-up artist, from the record producer to the composer, the match day staff at a sporting event to the camera operator and producer, the software coder for a game to the app designer, the cinema exhibitor to the television distributor. No part of our industry goes unaffected.

We request your attention to this problem in a coordinated and strategic manner, to systematically tackle all the internet piracy challenges that risk holding back our future growth. Internet piracy is a global problem, and while we are committed to using local legal measures available to us to protect our intellectual property, we

also look to other responsible actors in the internet ecosystems, including intermediaries, to do their part to protect consumers and support legitimate commerce.

In 2011, the Presidency of the G8 and G20 declared that “authors and thinkers must not be deprived of the fruit of their talent” in the digital age. The work begun then has been stalled by developments around the world, but now is the time to begin together again. There is no better opportunity than the discussions you will have at the G7 Culture Ministers to issue a strong statement and begin re-energising this important work that will benefit us all, protecting our culture and our economic future.

Yours sincerely,

Stacey Snider
CEO & Chairman, Twentieth Century Fox Film



Francesco Rutelli
President, Anica



Tim Davie
Chief Executive, BBC Worldwide Ltd



John Petter
CEO, BT Consumer



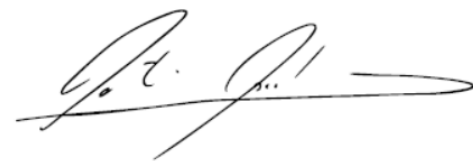
Christian Seifert
CEO, DFL Deutsche Fussball Liga GmbH



Jean Christophe Thiery
President, Canal + Group



Martin Moszkowicz
CEO, Constantin Film



Marco Chimenz
President, European Producers Club



Gina Nieri
Executive Board Member, Mediaset S.p.A.
Vice President, R.T.I. S.p.A.



Richard Scudamore
Executive Chairman, Premier League



Jeremy Darroch, Group CEO, Sky
Andrea Zappia, CEO Sky Italia, Carsten Schmidt,
CEO Germany, Stephen Van Rooyen, Chief
Executive UK & Ireland



Martin Kallen
CEO, UEFA Events S.A.




Steve Cooper
CEO, Warner Music Group



Kevin MacLellan
Chairman, Global Distribution and International,
NBCUniversal



Maurizio Beretta
President, Lega Serie A



Michael Lynton
Co-CEO, Sony Entertainment
On behalf of Sony Pictures and Sony Music



Frédéric Crépin
General Counsel, Member of the Management
Board, Vivendi



Andy Bird
Chairman, Walt Disney International



List of Ministerial Addressees includes:

Canada: Melanie Joly, Minister of Heritage

France: Audrey Azoulay, Minister of Culture and Communication

Germany: Monika Grutters, Minister of State, Culture and Media; Heiko Maas, Minister for Justice and Consumer Protection

Italy: Dario Franceschini, Minister of Cultural Heritage

Japan: Hirokazu Matsuno, Minister of Education, Sports, Science and Technology

UK: Karen Bradley, Secretary of State for Culture, Media and Sport, and Matt Hancock, Minister for Digital and Culture

USA: Bruce Wharton, Acting Under Secretary for Public Diplomacy and Public Affairs

President of the European Commission Jean Claude Juncker

European Commissioner for Education, Culture Youth and Sport Tibor Navracsics

European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs Elzbieta Bienkowska

President of the European Parliament Antonio Tajani