



MINISTÈRE  
DE LA CULTURE

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Hadopi



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## Press release

### Launch of a new CSPLA, HADOPI and CNC mission devoted to content recognition tools on online sharing platforms

Translation provided for information only - The French version is authoritative

The report « *Towards more effectiveness of copyright law on online content sharing platforms: overview of content recognition tools and possible ways forward* » has been [published](#)<sup>1</sup>. This is the **first report produced jointly by the Higher Council on Literary and Artistic Property (CSPLA), HADOPI and the CNC**. These three institutions have now decided to **launch a new mission to contribute to the European debate on this topic**.

These reflections on content recognition tools occur in the **context of Article 17 (former Article 13) of the European Copyright Directive of April 17, 2019**. This article provides that, in the future, in order not to incur liability for the unauthorized content to which they give access, online sharing platforms will have to make their best efforts to block or remove such contents. The notion of best efforts therefore gives crucial importance to technical content recognition tools, which already exist for some contents on several platforms (notably YouTube, Facebook and Dailymotion<sup>2</sup>) and which are destined to be developed and refined.

The first report ([now online](#)) proceeds, on the basis of detailed technical tests, to an in-depth assessment of the relevant technologies and existing recognition tools. It concludes that they are really effective, while highlighting possible areas for improvement and offering a prospective approach to the subject. Based on dozens of hearings conducted in France and abroad, as well as quantitative and qualitative opinion surveys, the report provides an overview of the perceptions and expectations of involved stakeholders, whether these are users, rights holders and platforms. Finally, it makes recommendations for the transition called for by the Directive, relying on effective recognition tools that respect the rights and interests of all stakeholders.

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<sup>1</sup> Report available in French and English versions on the following page : <https://www.culture.gouv.fr/Sites-thematiques/Propriete-litteraire-et-artistique/Conseil-superieur-de-la-propriete-litteraire-et-artistique/Travaux/Missions/Mission-du-CSPLA-sur-les-outils-de-reconnaissance-des-contenus-protectes-par-les-plateformes-de-partage-en-ligne-etat-de-l-art-et-propositions>

<sup>2</sup> These operators have respectively implemented the following tools: ContentID (YouTube), Rights Manager (Facebook) and INA Signature as well as Audible Magic (Dailymotion).

**This report is, on an international scale, the first synthetic and independent study of such a magnitude on the state of deployment, the potentialities of use, the limits and the challenges of content recognition tools.** It has already been presented to interested parties at European level, at the invitation of the Permanent Representation of France to the European Union.

The **new joint mission** of CSPLA, HADOPI and the CNC aims to publicize the conclusions of the report and to get deeper into the proposals it contains. It is in line with the European calendar, as the Commission is going to invite interested parties to a dialogue and will open a consultation in the coming months in order to draw up advice on the implementation of the platforms' obligations provided for by Article 17 of the Directive. In this context, the mission will focus more particularly on possible solutions in terms of content recognition tools in the various sectors of creation, from musical to audiovisual arts and from still images to written works.

The Higher Council on Literary and Artistic Property (CSPLA), a consultative body attached to the Minister of Culture that brings together all copyright stakeholders in France, was represented for this report by Mr. Jean-Philippe Mochon, member of the Higher Council and Mr. Sylvain Humbert, rapporteur.

The High Authority for the dissemination of works and the protection of rights on the internet (Hadopi), an independent public authority created by law to ensure copyright protection, to encourage legal uses, to observe lawful and illegal online usages and to ensure the protection of copyright exceptions, brought to the mission its rich expertise on uses and technologies.

The National Center for Cinema and Animated Image (CNC), a public establishment which plays a central role in the vigour and development of cinema, audiovisual industry and video games in France, contributed to the mission by providing its expertise, in particular in the light of the important agreement concluded in 2017 between ALPA, on behalf of audiovisual rights holders, and Google.

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