Abbreviations	
Introduction	31
A. Copyright Old and New	32
B. A historical perspective: Copyright before digitization	37
C. Outline and Structure	45
I. Four factors to rule copyright	45
II. Structure	47
Chapter 1. Copyright in a Digital EU – Problems & Policy	51
A. The Modern Copyright Dilemma	51
I. Specificities of digital reproduction	52
II. Aggravating factors	57
III. The poles of the copyright balance	60
B. The Digital Agenda of the European Union	66
I. Single Market Act	67
II. A Single Market for Intellectual Property Rights	68
III. Green Paper on the online distribution of audiovisual	
works	72
IV. Continued efforts and external input	75
V. The new "Digital Single Market Strategy"	79
C. Elements of a European Copyright Framework for the Digital	
Single Market	94
Chapter 2. Copyright (Regulation) in the Single Market	99
A. International Copyright Legislation with EU Relevance	100
I. Berne Convention for the Protection of Literary and	
Artistic Works (1886)	105
II. Trade-Related Aspects of Intellectual Property Rights	
(<i>TRIPS</i> , 1994)	108
III. WIPO Internet Treaties	110



B. EU Copyright LegislationI. The centerpiece of EU copyright – the <i>InfoSoc Directive</i>	111
(2001/29/EC)	112
II. Vertical harmonization – extending rightsholder protection III. Purposeful copyright management – orphans and online	113
music	115
IV. Interim conclusion: restrictive trends in EU copyright harmonization	116
C. The CJEU's Jurisprudence in Relation to Copyright	118
I. The (early) copyright case-law	118
II. The recent case-law	120
D. The status quo	122
Chapter 3. Elements of a European Copyright Framework for the	
Digital Single Market	125
A. Territoriality and the Demands of the Single Market	127
I. Managing multiple rights	127
II. The principle of territoriality in the EU	130
III. Conflicts with the single market	130
IV. The Principle of territoriality applied to copyright	
protected works	134
V. Exhaustion of digital content in the EU	145
VI. Different continent, same problem: the US	194
VII. Coping with territoriality	204
VIII. Striking the balance	218
IX. The future of territoriality and exhaustion	227
B. (Digital) Limitations and Exceptions to Copyright	231
I. Limitations and exceptions as part of the copyright system	233
II. L&Es in the EU copyright system	238
III. Categories of L&Es for digital uses – Content and	
processes	254
IV. Adapting L&Es for digital uses	272
V. Revising L&Es for digital uses	331
C. Technological Protection Measures (TPMs)	360
I. TPMs in modern copyright law	363
II. Legal protection of TPMs	369
III. Claiming access – circumventing TPMs	378

IV. Disabling legal uses	390
V. Protecting rights – protecting use(r)s	393
VI. Do TPMs need reform?	401
D. Collective Copyright Management	414
I. Collective management in a nutshell	416
II. Collective copyright management in multi-territorial	
digital markets	421
III. The future of multi-territoriality and modern digital	
distribution	468
IV. Collective management in a digital environment	472
Chapter 4. Efficient and Balanced European Copyright for the	
Digital Single Market	485
A. Essential Pillars for a European Copyright System	486
I. Efficient copyright management	487
II. Defining the balance in copyright - "Guided Flexibility"	490
B. The Pieces and the Puzzle	506
C. Legislative options for the "Copyright Dilemma"	508
I. Update of the InfoSoc Directive	510
II. European Copyright Code	515
III. Unitary Copyright	520
IV. One out of three?	532
D. Perspective	537
Summary	549
Table of Legislation and Cases	557
Bibliography	567

Table of Contents

Abbreviations	
Introduction	31
A. Copyright Old and New	32
B. A historical perspective: Copyright before digitization	37
C. Outline and Structure	45
I. Four factors to rule copyright	45
1. Efficiency and certainty	45
2. Balance	46
3. System	46
II. Structure	47
Chapter 1. Copyright in a Digital EU – Problems & Policy	51
A. The Modern Copyright Dilemma	51
I. Specificities of digital reproduction	52
1. New reproductions	53
2. New uses	54
3. Different authorization-markets	54
II. Aggravating factors	57
1. Problems with moral rights	57
2. Fragmentation and effects of harmonization	58
III. The poles of the copyright balance	60
1. Rightsholder interests	63
2. (Private) User interests	64
3. Interests of businesses (and the Commission)	65
B. The Digital Agenda of the European Union	66
I. Single Market Act	67
II. A Single Market for Intellectual Property Rights	68
III. Green Paper on the online distribution of audiovisual	
works	72
IV. Continued efforts and external input	75
1. Stakeholder dialogue "Licenses for Europe"	76

2. The Public Consultation on the review of EU copyrigh	nt 77
V. The new "Digital Single Market Strategy"	79
1. A leaked White Paper	81
2. The Commission 2015 Work Programme	84
3. The "Reda Report"	85
4. The Digital Single Market Strategy	90
C. Elements of a European Copyright Framework for the Digital Single Market	94
Chapter 2. Copyright (Regulation) in the Single Market	99
 A. International Copyright Legislation with EU Relevance I. Berne Convention for the Protection of Literary and 	100
Artistic Works (1886)	105
II. Trade-Related Aspects of Intellectual Property Rights	
(<i>TRIPS</i> , 1994)	108
III. WIPO Internet Treaties	110
B. EU Copyright Legislation	111
I. The centerpiece of EU copyright – the InfoSoc Directive	
(2001/29/EC)	112
 II. Vertical harmonization – extending rightsholder protectio III. Purposeful copyright management – orphans and online 	n 113
music	115
IV. Interim conclusion: restrictive trends in EU copyright	
harmonization	116
C. The CJEU's Jurisprudence in Relation to Copyright	118
I. The (early) copyright case-law	118
II. The recent case-law	120
D. The status quo	122
Chapter 3. Elements of a European Copyright Framework for the	
Digital Single Market	125
A. Territoriality and the Demands of the Single Market	127
I. Managing multiple rights	128
II. The principle of territoriality in the EU	130
III. Conflicts with the single market	132

IV.	The Principle of territoriality applied to copyright	
	protected works	134
	1. Basic EU exhaustion	134
	2. Regional and international exhaustion	139
	a. Regional exhaustion in the EU – legislative	
	certainty	140
	b. International exhaustion in the US – an upset	141
	3. Territoriality applied to digital works	142
V.	Exhaustion of digital content in the EU	145
	1. Classifying digital content	146
	2. Distinguishing goods from services	147
	3. Exhausting digital content	149
	4. FAPL/Murphy – can services be exhausted?	150
	a. Exhaustion and services	153
	b. Exhaustion and communication to the public	155
	5. UsedSoft v. Oracle - software downloads lead to	
	exhaustion	157
	a. The Opinion of AG Bot	158
	b. The Judgment of the Court	165
	c. The post-UsedSoft excitement	167
	6. Beyond UsedSoft – exhaustion and other types of	
	digital content?	168
	a. Germany – resale denied	169
	b. The Netherlands – a waiting game	175
	c. German-Dutch disagreements	181
	7. The uncertain future of digital exhaustion in the EU	182
	a. Application of exhaustion to digital content	183
	b. Functional equivalence of tangible and digital works	184
	c. Market impact	186
	8. Interpretative accommodation of exhaustion under the	
	InfoSoc Directive	188
	a. Is exhaustion applicable to services?	188
	b. Necessary reproductions	191
	c. Preventing piracy	193
VI.	Different continent, same problem: the US	194
	1. Infringements	195
	2. Defenses	196
	3. ReDigi's consequences – in comparison	198
	a. Sale v. license (goods v. services?)	199

		b. Moving files through time and space	200
		c. Flexibilities	202
	VII.	Coping with territoriality	204
		1. Territoriality is there to stay	205
		2. Exhaustion off-balance	207
		a. Physical goods	207
		b. Digital files	208
		c. It is services, not sales!	211
		3. Coping with territoriality, and (maybe) rebalancing	
		exhaustion	214
		4. Is territoriality upsetting the digital common market?	215
		a. The 'secondary' market	215
		b. The 'primary' market – establishment and collisions	217
	VIII.	Striking the balance	218
		1. Striking the balance for rightsholders	219
		2. Striking the balance for users	220
		3. Rebalancing exhaustion	222
		a. Value for money	223
		b. Distribution of risk	225
		c. Ownership permits resale	225
	IX.	The future of territoriality and exhaustion	227
B.	(Digi	tal) Limitations and Exceptions to Copyright	231
	· -	Limitations and exceptions as part of the copyright system	233
		1. The consent barrier	233
		2. The different roles of L&Es	235
		3. L&Es in current EU copyright policy	236
	II.	L&Es in the EU copyright system	238
		1. The L&Es of the InfoSoc Directive	242
		2. The exhaustive list of Article 5 InfoSoc	244
		3. The dominance of exclusive rights	245
		4. The narrow scope of L&Es	246
		a. Narrow interpretation of L&Es	247
		b. A turn of the tide	249
	III.	Categories of L&Es for digital uses – Content and	
		processes	254
		1. Fundamental rights	257
		2. Commercial vs. non-commercial uses	260
		3. User-generated content	262
		4. Copy-reliant technologies	265

5. Technological processes – facilitating the Internet	270
IV. Adapting L&Es for digital uses	272
1. Extension of L&Es	273
a. Creating a dangerous precedent	273
b. Expected repetitions	274
c. Continuing inflexibility and uncertainty	274
d. The uncertainties of implementation	275
2. Altered interpretation	276
a. Wide interpretation	277
b. Extension by analogy	279
c. Limits of non-restrictive interpretation	282
3. The three-step test	283
a. Origins of a 'flexible' norm	284
b. The three-step test in EU copyright	287
c. The untapped potential of the three-step test –	
making the test work	293
i. Application by the judiciary	294
ii. Each step revisited	295
iii. Order of interpretation	305
d. Limitations of the three-step test	310
e. Making the test work	312
4. Adopting fair use	315
a. Advantages and disadvantages of fair use	319
b. Is fair use really that flexible?	322
c. Limitations of fair use	325
d. Implanting fair use	326
5. Including an open norm	330
V. Revising L&Es for digital uses	331
1. The locus of an open norm	334
2. The notion of an open norm	335
3. An inspired open norm	337
a. Fundamental rights and technological developments	
– shifting standards	341
b. Abandoning restrictive interpretation	342
c. Compatibility with the three-step test	343
4. Introducing technological neutrality	344
5. Addressing rightsholder concerns	346
a. Economic interests	347
b. Non-economic interests	350

c. Limiting contractual freedom	351
6. What future for L&Es?	353
a. Ideally!	354
b. Realistically?	355
c. Critically	356
C. Technological Protection Measures (TPMs)	360
I. TPMs in modern copyright law	363
1. The ratio of TPMs	364
2. The relevance of TPMS	365
a. Control over content	366
b. Trust and security	367
II. Legal protection of TPMs	369
1. Legislation on TPMs	369
2. Interpretation of Article 6 InfoSoc Directive	372
a. TPMs and fair remuneration	374
b. TPMs and control	376
III. Claiming access – circumventing TPMs	378
1. Mod-chips and consoles	379
2. Breaking files and access-controls	382
3. Excluding 'lawful circumvention'	383
a. Digital exception	384
b. Exclusion by contract	388
4. Uncertainties and the territorial dimension	389
IV. Disabling legal uses	390
1. Over-employment	391
2. Technological limits	392
V. Protecting rights – protecting use(r)s	393
1. The ability to enable	394
2. The ability to protect interests	395
a. Property rights	395
b. Fundamental rights	395
c. Rebalanced TPMs	400
VI. Do TPMs need reform?	401
1. TPMs protect business models	403
2. Clarification of the relation between TPMs and L&Es	404
a. Primacy of L&Es over TPMs	406
b. Removal of effective obstacles	408
c. Increased efficiency	408

	3. Technological measures in the digital market	409
	a. Steps in the right direction	410
	b. Legislative tasks	411
D.	Collective Copyright Management	414
	I. Collective management in a nutshell	416
	1. Collective rights management in a historical	
	perspective	417
	2. Systematic territoriality	418
	3. Collective management in the copyright acquis	420
	II. Collective copyright management in multi-territorial	
	digital markets	421
	1. Legal responses to economic solutions in the EU	423
	a. IFPI Simulcasting: exception for concerted practices	423
	b. CISAC: a crackdown on segmented markets	425
	c. Impetus for anti-territorial legislation	427
	2. The early cross-sectoral approach	428
	a. The Parliament's Resolution	428
	b. The Commission's reply	430
	3. Shifting licensing landscapes	432
	a. Narrowed scope: online music services	434
	b. Relations between CMOs, users and rightsholders	435
	c. Abandoning territorial licensing	436
	d. Split repertoires	437
	e. No effective harmonization	439
	4. Collective management and multi-territorial licensing	441
	a. Control of CMO activities	445
	i. Options	445
	ii. Policy choice	446
	b. Multi-territorial licensing for musical works	447
	i. Options	448
	ii. Policy choice	449
	c. The proposed Directive on Collective Management	450
	i. Governance and transparency	451
	ii. Multi-territorial licensing	454
	d. Critique	457
	e. The final Directive	460
	i. Definition of CMO	461
	ii. Governance and transparency	462
	iii. Multi-territorial licensing	465

iv. Individualized exercise of exclusive online-	
rights	466
III. The future of multi-territoriality and modern digital	
distribution	468
1. Unadopted solutions and their merits and shortcomings	469
a. Extended collective licensing	470
b. The country-of-origin principle	471
IV. Collective management in a digital environment	472
1. Transversal issues	476
a. CMOs and copyright L&Es	476
b. CMOs and TPMs, complementing or replacing?	478
2. The future of EU collective management	479
Chapter 4. Efficient and Balanced European Copyright for the	
Digital Single Market	485
A. Essential Pillars for a European Copyright System	486
I. Efficient copyright management	487
II. Defining the balance in copyright - "Guided Flexibility"	490
1. Terminological injustice	493
2. Defining the actors	494
a. Users	494
b. Intermediaries	496
3. Finding the balance	497
a. The balance must be flexible	498
b. The balance must be based on principles	499
c. The balance must be fair	504
B. The Pieces and the Puzzle	506
C. Legislative options for the "Copyright Dilemma"	508
I. Update of the InfoSoc Directive	510
1. Defining exclusive rights	512
2. The Pandora's Box of L&Es	514
3. Complementary additions	515
II. European Copyright Code	515
1. Advantages of coherent and directly applicable	
legislation	517
2. Territoriality, again! The inefficiency of 'mere'	
harmonization	519

III. Unitary Copyright	520
1. Scope of a unitary copyright title	524
a. Replacing national titles	525
b. Sectoral protection	525
c. Parallel existing titles or replacement of national	
copyrights	526
2. An 'elegant' solution	528
3. The perspective for a unitary copyright title	532
IV. One out of three?	532
1. Urgent problems need quick responses	534
2. A word on competence	535
D. Perspective	537
Summary	549
Table of Legislation and Cases	557
Bibliography	567