



Transfer Copyright Ownership

All CCS and Cross-sectoral Music Performing Arts Visual Arts Literature & Books Audiovisual - Film, TV & Radio Video
Games & Multi-media Research / Surveys EU response All Europe Countries USA Working Conditions

EU study: Unfair remuneration for creators and threat to
cultural diversity from transfer of IP rights to non-EU
streamers

Without significant intervention, Europe risks losing its rich cultural ecosystem to monopolistic corporate practices, the research suggests.

The weak bargaining power of creators in the audiovisual sector and the stronger bargaining position of performers due to collective agreements concluded by trade unions is highlighted in a new [study](#) carried out by a consortium of research organisations on behalf of the European Commission. According to the study, most authors and performers interviewed or surveyed believe that the remuneration they receive is not fair because of the rules governing the transfer of rights.

The same study also highlights the particular difficulties audiovisual producers face in negotiating with global streamers and broadcasters, as their bargaining power is often limited. According to the study, this poses a critical threat to European cultural diversity. With US-based streaming platforms increasingly controlling intellectual property, independent creators and smaller production companies face existential challenges. The research suggests that without significant intervention, Europe risks losing its rich cultural ecosystem to monopolistic corporate practices.

The research paints a stark picture of power imbalances in creative sectors, with creators consistently reporting unfair contractual practices, particularly when negotiating with global streaming platforms and major entertainment companies. From music and film to visual arts and literature, professionals are struggling to receive fair compensation for their work.

In the audiovisual sector, more than half of the creators surveyed believe their remuneration is rarely fair. Typical contracts involve lump-sum payments negotiated before a project's potential can be fully assessed, leaving artists financially vulnerable. Musicians face similar challenges, with nearly half reporting inadequate compensation and diminishing bargaining power against record labels and streaming services.

Visual artists and literary creators echo these concerns, with over 50% arguing that their work's economic value is systematically underestimated.

Producers, especially those in smaller markets, find themselves in an even more precarious position. Global streaming platforms often retain intellectual property rights, effectively preventing creators from benefiting from future success or reinvesting in new projects.

The legal landscape offers little protection. While recent European Union directives aim to improve transparency and provide contract adjustment mechanisms, enforcement remains weak. Creators are often reluctant to pursue legal action, leaving them vulnerable to exploitative practices.

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Researchers propose two primary solutions: extending consumer protection-style safeguards to creative professionals and establishing mandatory EU-level rules to protect creators' rights. These recommendations aim to rebalance negotiations and ensure fair compensation across creative industries.

The methodology behind the study is robust, involving 747 survey responses and 91 in-depth interviews across ten European countries. Despite some limitations, particularly in the videogames sector, the research provides a comprehensive snapshot of the current challenges facing creative professionals.