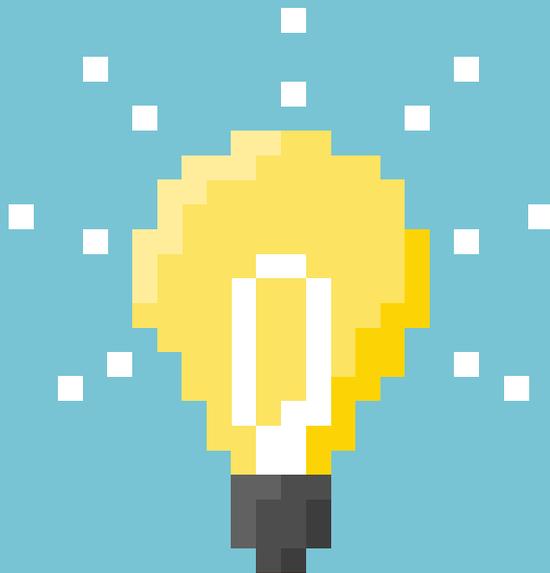


# LET'S TALK TIP

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A DISCUSSION



# WHAT'S IT ABOUT?

IN EUROPE, EMOTIONS ARE RUNNING HIGH ON THE NEW TRANSATLANTIC TRADE AGREEMENT BETWEEN THE EU AND THE US (TTIP) AND WHAT IT COULD MEAN FOR THE EU CITIZEN. THE EFFECTS ON THE CULTURAL SECTOR HAVE BEEN PARTICULARLY BROADLY DISCUSSED AND THE TOPIC IS BOTH TECHNICAL AND EMOTIONAL.

IN 2015, ELF (EUROPEAN LIBERAL FORUM) IS DOING ITS SMALL PART TO HELP BRING THE NEGOTIATIONS CLOSER TO THE CITIZENS. BY ORGANISING ROUNDTABLE DISCUSSIONS ON VARIOUS SECTORS AFFECTED BY TTIP WE ARE BRINGING THE DEBATE TO YOU. INSPIRED BY OUR ROUNDTABLE ON TTIP AND THE CREATIVE INDUSTRIES IN AMSTERDAM, OUR STAFF HAS PUT TOGETHER A FICTIONAL TALK ON TTIP WHICH WE HOPE WILL ILLUMINATE SOME OF THE HOT ISSUES UP FOR DISCUSSION.

ENJOY YOUR TIME WITH BOB AND JANET!

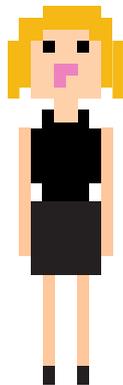
NOTE: ALL CHARACTERS APPEARING IN THIS WORK ARE FICTITIOUS. ANY RESEMBLANCE TO REAL PERSONS, LIVING OR DEAD, IS PURELY COINCIDENTAL.



# BOB

Young author and composer who has heard lots of negative stories about TTIP in the newsmedia and on the internet.

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# JANET

Janet works in a company which produces and exports arts and culture, everything from books to music and newspapers. Janet knows the creative industry and what it takes to make the wheels go around. She knows the different creative sectors and hopes that TTIP can help European culture continue to thrive.

5 June 14:45

Hi Janet.



I was just reading some articles online and this TTIP business really scares the life out of me. Have you been following the discussion on what the deal could mean for us creative artists?



Hi Bob! 😊

Good to hear from you, even if you are feeling a bit jittery when it comes to TTIP. The outcome might really affect our business so I try to keep as up to date with the discussion as I can ...

The important thing to remember is that we are still only speculating on the outcome of the agreement.

That's true, but still, some of the discussions I've listened to makes me worry that we will lose subsidies for culture in the EU and that we might lose our minimum price regulations for books. If stuff like this happens, how are we going to go on making a living as creative artists?



No deal has been made yet, and even when a deal is made it still has to be ratified by all EU member states.

That means we can still have our voice heard. 😊 Wait I'm afk ...

5 June 15:13

Sorry, got a call. Back to TTIP...

Actually, I am not that worried about this. Audio-visuals have been exempted from the agreement all together and when it comes to our cultural subsidies the EU has already made it clear that these are not up for negotiation in this or any free trade deal. 😎

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The EU has such a lot of creative talent 😄 and helping to subsidize this gives us greater freedom of choice in the kind of culture we consume. I think our politicians get that.

You know, Liberal Member of European Parliament Marietje Schaake made clear that our cultural subsidies won't disappear as a result of TTIP.

Check [www.marietjeschaake.eu](http://www.marietjeschaake.eu)

5 June 15:30

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Checked.



At least audio-visuals like movies have been exempted from TTIP, but newspapers for example have not been excluded. Won't this drive our local papers into the dirt once the consumer gets a choice of what to consume?



You know, Bob, the way I know the business, our European news scene is already really competitive. News, not just in print, but also digitally, is consumed from a variety of sources all over Europe ...

At the same time I'm not sure TTIP makes a whole lot of sense for newspapers since I'm hardly going to give up reading my De Volkskrant in favour of the Houston Chronicle: That's just the name of the game.

Where I think TTIP has real potential to help all creative artists however is in terms of intellectual property.

How do you reckon, Janet? Sure, as creative artists we don't all earn bundles, but at least I have the feeling that our intellectual property rights are protected in Europe. 😊





Yeah, that is true.

But not internationally. I don't know if you've ever had one of your own songs played on the radio 🙄 over in the States, but if not I reckon you'd be shocked to hear that you won't earn a single cent worth of royalties off of it.

If things like this could be changed and our intellectual property rights on both sides could be strengthened that would help you as well as the company I work for.

Finally, with a higher premium on creative content we will see more of it. The market mechanism is simple, but we need to be rewarded for making our state of the art records. 🤔

Sure Janet, I need to be properly paid for the work that I do so that I don't have to start waiting on the side to support myself as an artist. But Janet, you work in the heart of Brussels, right where the big European players are right now figuring out how to feel about TTIP. Do they at least listen to the little guys from the industry?



5 June 15:48



Basically, I think so. We are invited to take part in consultations, to say what we feel. I also feel like negotiations are going on in a fundamentally transparent way. What I am missing is not transparency, it is engagement ...

By engagement I don't only mean listening to us, I mean discussing the issue with us and with the citizen. That's why whenever I get a chance to talk to EU politicians dealing with TTIP I grab it, especially if we are joined by the public. You and I are industry folks, Bob, but we are not the only ones affected by the treaty ...

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Creative industries aren't the ones most affected by TTIP, at least as it looks today, but in making a deal which changes the rule book of so many sectors, TTIP is bound to change the lives of millions of Europeans. That is why it is so important that we keep discussions like this going.

Thanks Janet, it's great that you took the time to chat with me today.



I'm sure you have a busy day over there in Brussels, but if only there were more folks like you there would be less of us who worry about the effects TTIP might have on our bread and butter. In the end I don't need protection from foreign competition, what I need are market conditions which allow our creative trades to flourish and creativity to flow.



Let's keep these TTIP talks going, Bob. Send me a message the next time something's got you worried. Bye!



Will do, Janet, will do. Talk to you soon!



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