

## **The Danish Writers Guild – annual report, February 2023**

### **The guild:**

The Danish Writers Guild represents approx. 500 members, which all are professional screenwriters, playwrights and translators.

### **Create Denmark:**

Since our annual report from 2021 we finally succeeded in entering into a frame agreement with the Danish Producer's Association in December 2021, effective from January 2022. The agreement covered all broadcasters and streamers in Denmark except DR – our public broadcaster. In the beginning of the year the streamers all stated that they did not approve of the agreement, and the Producer's Association soon thereafter stated, that "the agreement was dead".

It took us by surprise, because we were of that opinion that the producers had the mandate from the streamers to enter into an agreement with that level of payment etc. In March, our Danish broadcaster TV2 announced that they were halting all development as long as the agreement was in force which according to the agreement was two years. This paved the way for the other streamers and in June, Netflix and Viaplay Group announced a total development and production stop.

The stop came right after the government entered a new media agreement stating that all streamers should pay a contribution to the state, cf. below re. the cultural contribution, and of cause that also influenced the production stoppage.

This created a very critical situation for the whole industry, and our members especially, and by the end of June, the pressure from the industry and members were so intense that we had to let the agreement fall.

After that, we negotiated separate rights agreement directly with the streamers so that we now have agreements in place with Viaplay, TV 2 and Netflix. The agreements are all negotiated via Create Denmark, so the unions in Create Denmark still stand united.

### **Copyright directive:**

The deadline for implementation of the DSM directive was June 2021, but due to several reasons, the implementation was partly postponed. Chapter 3 has not been implemented yet, and we expect that the ministry of culture will send the bill out for consultation no later than June 2023 for introduction in the Parliament in the fall of 2023.

### **Danish private copy levies:**

For years, our CMO has been working for an updated, tech neutral agreement on private copy levies. Our CMO actually sued the state for being inactive in solving the issue. Our CMO won, but we still decided to appeal the case, because the amount awarded was too low.

They finally succeeded with a political agreement on EUR 12.5 mio., which have not yet been passed in the Parliament and is now being evaluated.

**New four year media agreement:**

In the spring of 2022, a new media agreement on public funds was negotiated with the Danish Ministry of Culture. The agreement secured a 6% cultural contribution from the streaming services to secure the funds for new drama and film productions in Denmark. However, the newly elected government rolled back the agreement on cultural contribution, which is now being renegotiated with the relevant parties. We expect it to be a combination of a contribution and an investment commitment.

**WCOS:**

The guild hosted the world conference of screenwriters in Copenhagen. The conference was a great success.

**Publication:**

The guild published a book about the history of the guild. Excerpts of the book were translated into English and distributed at the world conference.