



# Voluntary collaboration practices in Denmark – Danish Ministry of Culture

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# Agenda

- **Copyright package**
  - Code of Conduct (CoC1)  
concerning blocking of websites
  - Code of Conduct (CoC2) to  
promote lawful behavior on the  
internet

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## Copyright Package – The Game Changer

- **Published in June 2012 by the Minister for Culture**
- **A package of 8 non-legislative initiatives**
- **Overall aim - to contribute to the growth of the creative industries and help reduce piracy on the Internet**

## CoC1 – blocking of websites

- **Following a request from the Danish Ministry of Culture and as part of the copyright package, the members of the Telecommunications Industry Association in Denmark (TI) in September 2014 adopted a written CoC, which aims to simplify and promote the implementation of court decisions on Domain Name System (DNS) blocking.**

## CoC1 – blocking of websites

- **The purpose of the CoC is to ensure that decisions concerning the DNS blocking of websites directed at a single TI member are implemented, via TI in a one-stop shop procedure, within 7 working days by all TI members**
- **Advantage = one court case, many blockings**
- **Same illegal content, new website – blocked without court case**

## Dialogue Forum and CoC2 - promote lawful behavior on the internet

- **Another initiative from the Copyright Package established a Dialogue Forum with the purpose of strengthening the development of new voluntary contract-based enforcement solutions between different players on the Internet.**

## **Dialogue Forum and CoC2 - promote lawful behavior on the internet**

- **The role of the Danish Ministry of Culture was to act as a facilitator and whip and furthermore to host a series of meetings with participation of organisations and companies from all sectors of the internet's value chain.**



## Dialogue Forum and CoC2 - promote lawful behavior on the internet

- **Involved in the work were all sectors of the Internet value chain**
  - ISPs, payment services, rightholders, search engines and trade associations such as Koda (CMO), RettighedsAlliancen (Alliance of rightholders), MTG (Broadcaster), Google, Microsoft, MasterCard, Diners Club International and TDC (ISP)

## **Dialogue Forum and CoC2 - promote lawful behavior on the internet**

- **End result – A CoC in the form of a non-binding declaration of intent**
- **It states the involved parties' intention that their services, companies and products will not finance criminal activities by either supporting criminal services with money in the form of, e.g., exposure or ad revenue or otherwise “legitimize” criminal services**
- **Non-binding but the signal value is huge**

## **Dialogue Forum and CoC2 - promote lawful behavior on the internet**

- **In addition to concluding the CoC, a number of working groups have been established**
- **Purpose – to map out existing voluntary measures and look at the possibilities of launching new initiatives in different areas of the Internet, e.g., payment providers, advertising and search engines**
- **This will hopefully lead to more Code of Conducts**

# QUESTIONS?

# Thank you