

Freedom of Panorama in Practice

The Freedom of Panorama is essential for Photography



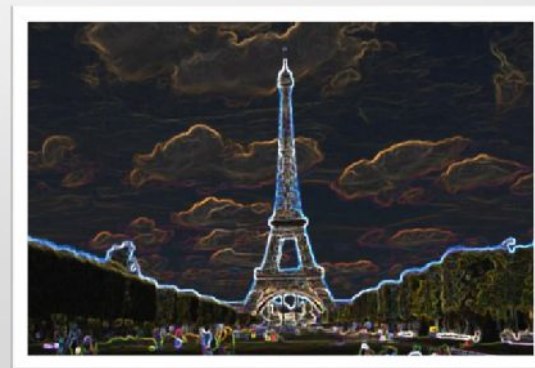
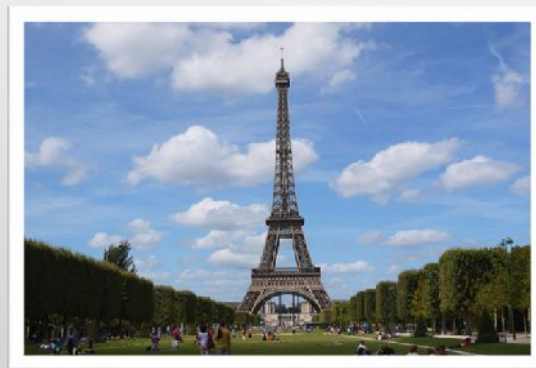
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Defining the boundaries



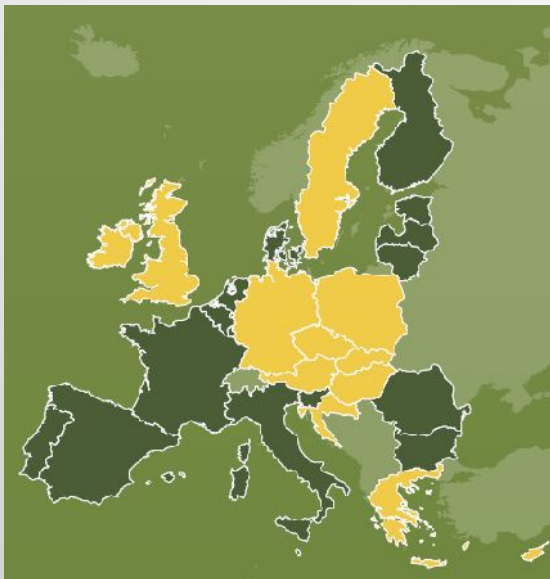
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Defining what is commercial

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The impact of creative industries on employment



Source: European Visual Artists (The Panorama Exception)

Data of 2011	UK	Germany	France	Italy	Spain
Share of creative industries on total employment	9.0%	7.0%	6.3%	6.2%	5.6%
Creative employment (million)	2.6	2.8	1.6	1.4	1.0

Source: TERA Consultants analysis

- According to the European Visual Artists, both the UK and Germany applied Freedom of Panorama (Yellow in map)
- The countries marked green could still benefit from introducing this Freedom.



An important step forward

- In just about 3 weeks, more than 550,000 people signed a petition in favor of the Freedom of Panorama.
- Please make sure our voices are heard

Thank you!