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YouTube, the SACD (Société des Auteurs et Compositeurs Dramatiques) and the ADAGP (Société des Auteurs dans les Arts Graphiques et Plastiques) have renewed their agreement concerning the distribution of their members' works on the video platform.

As a result of this collaboration, launched in 2010, the authors represented by the SACD and the ADAGP will continue to receive, via the societies of authors of which they are members, royalties corresponding to the exploitation of their works by content creators and suppliers on YouTube.

Justine Ryst, Director in charge of YouTube partnerships, Southern Europe: *"We are delighted to be able to extend this collaboration with the SACD and the ADAGP and thus participate in the creation of value in the audiovisual ecosystem by allowing them to reach a global audience. The partnerships we have forged with artists, authors and publishers in recent years illustrate our desire to support creativity and to establish ourselves in a sustainable fashion as part of the French cultural ecosystem.*

Pascal Rogard, Director General of the SACD: *"This new agreement secures rights for all of the authors represented by the SACD: web creators as well as all of the authors whose works are largely seen via YouTube. At a time when some French stakeholders pay no heed to the work of authors, it demonstrates a way forward for responsible, fair and favourable behaviour concerning the proliferation of creativity in the digital sector.*

Marie-Anne Ferry-Fall, Director of the ADAGP: *The ADAGP is very happy with the renewal of the agreement with YouTube that will remunerate the distribution of tens of thousands of visual artists, whether direct members or members of our foreign partner organisations. Beyond the economic aspects, this agreement demonstrates, if it was still necessary, that digital distribution and authors' rights, far from opposing each other, are entirely compatible.*

About the SACD

Founded by Beaumarchais in 1777 and managed since then by its member authors, the Société des Auteurs et Compositeurs Dramatiques represents more than 60,000 authors from the cinema, audiovisual, digital creation and live performance fields. It manages and collectively defends their rights, makes services available to them, assists them in their professional activity and supports, through the "remuneration for private reproduction" system, contemporary creation and the distribution of artworks. The SACD is also heavily involved in the defence of cultural diversity and is active at a national and international level to protect authors and their rights, defending their status and pay conditions.

About the ADAGP

For over fifty years, the Société des Auteurs Dans les Arts Graphiques et Plastiques has been the society of authors for painters, sculptors, photographers, architects, designers, comic book authors and more. It manages authors' property rights for almost thirty thousand artists worldwide, for all modes of use of their works: publishing, press, TV, merchandise, digital media, internet, auctions and galleries... In addition, it defends the rights of artists to the public authorities, European and international institutions, so that copyright is upheld as an effective protection for artists and their creations.

About YouTube

Launched in May 2005, YouTube allows billions of people to discover, view and share original video content. YouTube offers a forum for web users to discuss, learn and find inspiration from other video artists across the world, where content creators and advertisers on all scales can be exhibited. YouTube is a subsidiary of Google.

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