HOW WILL ARTICLE 13 AFFECT STARTUPS?

3 examples how the SME exemption doesn’t work for startups:

1. **User generated content**
   - Platforms are directly liable for uploaded content.
   - Example: ImagineDish turned 3 years old in January 2019. It is run solely by its founder and the platform aims to connect food lovers by sharing pictures of food and discovering new restaurants and dishes.

2. **Creative communities**
   - Filtering technology is not available for certain content types.
   - Example: MuseScore is a Belgian software to write, play an print sheet music. The self-funded startup has far over 5 million monthly users. Users cannot upload protected music and MuseScore applies a ‘notice and take-down’ process.

3. **Innovative technology**
   - Including a revenue limit will reward startups for staying small and create barriers for growth.
   - Example: CGTrader is a crowdsourced marketplace for 3D printing models. With just under €10 Million in revenue it serves the rapidly growing demand for 3D models and and received a grant under the EU’s ‘Eurostars’ program in 2017.

HOW CAN SMALL PLATFORMS CONTINUE WITHOUT LEGAL CERTAINTY OR AN ARMY OF LAWYERS?

- Startups as young as 3 years are supposed to close licensing deals with big media giants.

HOW CAN STARTUPS COMPLY WITH RULES WRITTEN FOR TECH GIANTS?

- Smaller platforms do not have the funds or possibility to build or buy upload filters.

HOW CAN STARTUPS IN EUROPE SCALE IF COPYRIGHT LAWS REWARD THEM FOR STAYING SMALL?

- It will be harder for startups to attract investors and hinder further investment in their products.