

is pro

Article 13 ~~vs~~ memes & mash-ups

WHAT'S A MEME?

Memes are typically humorous images, videos or excerpts of texts which are copied and spread rapidly by Internet users, often with (slight) variations.



Would Article 13 affect the creation and use of memes?

only
POSITIVELY
if at all!

Most memes can be used freely as they are covered by exceptions to copyright.

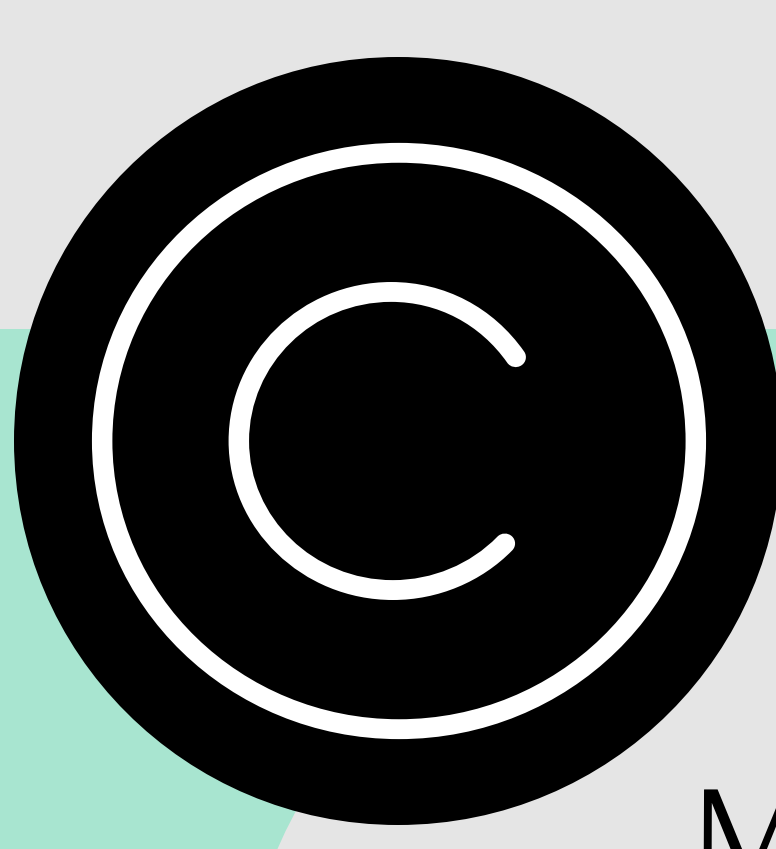
parody, citation, short extracts, quotes, excerpts, clipping etc.

Article 13 won't change this.

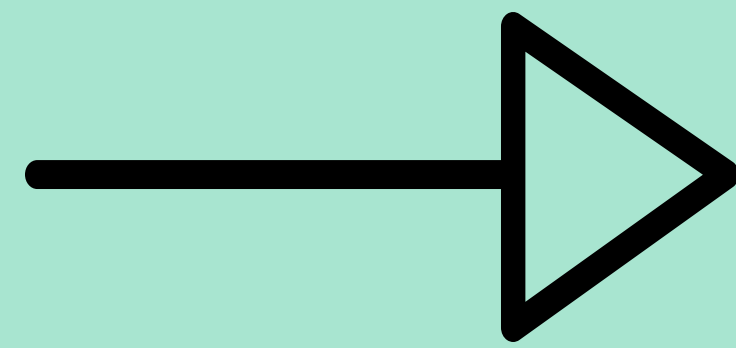
So what is all this hype around Article 13?

Article 13 only applies to certain platforms and not the whole internet.

There is no obligation or prohibition whatsoever on the consumer!



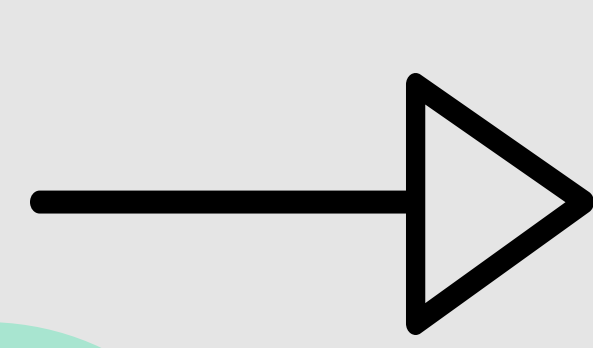
Moreover, the licenses given to platforms will cover the acts of uploaders too



So consumers will be able to continue to create and post memes with legal certainty



In the rare cases of no licence



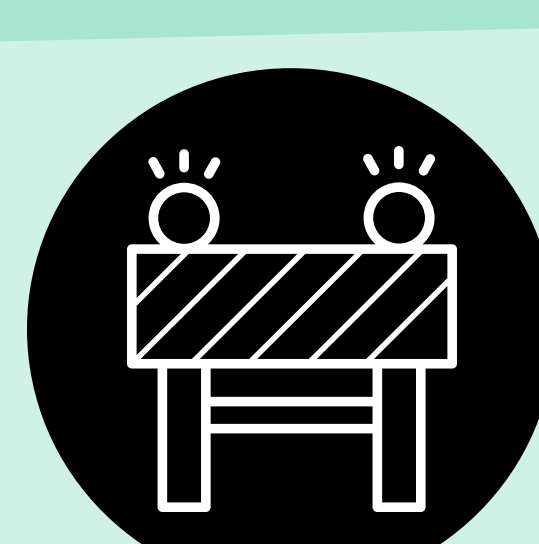
The platforms need to cooperate with rightsholders to ensure infringing works are not available on their services

whilst non-infringing works such as **memes must remain available.**



Safety Clause

If content is blocked incorrectly, the platforms have to put it back!



Did you know?

Today platforms already block some content arbitrarily without any accountability!

If anything, article 13 would actually reduce this.

SAVE ARTICLE 13 & ENJOY THE MEMES



SUPPORT ARTICLE 13



SAVE YOUR CREATORS



ENJOY MEMES & MASHUPS



LOVE THE INTERNET