

Brussels, October 2025

URGENT CALL FOR EU LEGISLATIVE ACTION AGAINST ONLINE PIRACY OF LIVE CONTENT

Executive Vice-President Henna Virkkunen,

Commissioner Glenn Micallef,

As CEOs/Leaders of organisations that entertain and inform millions of Europeans by delivering Europe's most-watched sports, most-valued cultural programming, and most-attended live events, we are writing to express our strong concern about the impact live content piracy has on our businesses, consumers and the broader economy.

We operate in increasingly competitive markets and invest heavily in original content, infrastructure, technology, and people — all to deliver live experiences that are trusted, legal, and of the highest-quality. However, our investments continue to be threatened by organised criminal enterprises. For years, rightsowners have raised the alarm. Today, piracy has reached scales that can no longer be ignored.

While we acknowledge the important work undertaken by the European Commission in addressing this challenge through the 2023 Recommendation on combating online piracy of sports and other live events, its implementation has yet to deliver tangible results. We therefore look forward to seeing further legislative steps being taken to achieve the objectives set out in the Recommendation.

In 2024 alone, a [study](#) showed that 81% of the millions of illegal live streams detected in Europe were not suspended, and less than 3% were suspended within 30 minutes of a notice being sent. Similar data for the first half of 2025 shows no improvement. The use of Pirate IPTV platforms and devices is also growing and the damage to our businesses is real. The estimated yearly losses to rightsholders are at €2.2 billion for the Italian audiovisual industry, at €1.8 billion in Germany and €1.5 billion in France.

Piracy also erodes tax revenues that support public services and puts consumers at significant risk since unauthorized platforms frequently expose users to malware, data theft, and inappropriate content—often without any form of child protection or safety controls. Voluntary measures and private enforcement are no longer sufficient. The legal remedies have been outpaced by the speed and sophistication of these networks.

We are aware that the European Commission is currently reflecting on an appropriate response to the issue of live piracy. Our teams continue to stand ready to work with your services as we respectfully call for targeted legislation that can restore strong financial contributions towards high quality audiovisual content, grassroots sports, live events, job creation, tax revenues and away from criminal organisations.

Building on the 2023 Recommendation, we ask for the introduction of legislative measures that will:

1. Ensure that, upon receipt of a notice, infringing content is taken down as near to immediately as is possible and in all cases within a maximum time frame of 30 minutes. The urgency of live event piracy justifies a far shorter timeframe which is further supported by the fact that such

removal can already be effected in a significantly shorter timeframe using the technology solutions available today.

2. Ensure EU-wide live dynamic blocking orders (including IP blocking) that address mirror sites and successor domains are made available in all Member States.
3. Ensure intermediaries (including but not limited to platforms, hosts, VPN, CDN and app stores) introduce and maintain robust Know Your Business Customer (KYBC) policies.

We also call for the comprehensive enforcement of the Digital Services Act and on national Digital Services Coordinators to award private bodies such as those we represent the Trusted Flagger status when requested.

As business leaders, employer associations, and unions, we are committed to promoting fair competition, innovation, and accountability. But those principles cannot thrive without basic protection of the content our industries produce and distribute. To be able to continue to contribute to the European economy in ambitious ways, rightsowners must not be left to confront the growing threat of live piracy on their own.

We stand ready to support the Commission's work with data, insight, and technical input, and would welcome the opportunity to meet and discuss next steps.

Yours sincerely,

1. ACT - Cécile Frot-Coutaz, President of ACT / Sky Group CEO of Sky Studios and Chief Content Officer
2. AMC Networks International - Rutger Andrée Wiltens, General Counsel
3. ATP Media - Mark Webster, CEO
4. beIN Media Group - Yousef Al Obaidly, Group CEO
5. CANAL+ - Maxime Saada, CEO
6. CME Group - Klára Brachtlová, Deputy CEO and Chief External Affairs Officer
7. DAZN - Shay Seghev, CEO
8. DFL Deutsche Fussball Liga - Steffen Merkel, CEO
9. DPG Media - Dirk Lodewyckx, Managing Director, Entertainment
10. Euroleague Basketball - Paulius Motiejunas, CEO
11. European Arenas Association - Robert Fitzpatrick, President
12. European Leagues - Alberto Colombo, General Secretary
13. FriendMTS - Shane McCarthy, CEO
14. Lega Calcio Serie A - Luigi De Siervo, CEO
15. LFP Media - Nicolas de Tavernost, CEO

16. Liga nacional de fútbol profesional de España - Javier Tebas, President
17. London Marathon Group - Nick Bitel, CEO
18. MFE-MEDIAFOREUROPE - Gina Nieri, Executive Board Member
19. Mediastalker - Konstantinos Bourkoulas, Founder and CEO
20. Nagravision - André Kudelski, CEO
21. Paramount - Marco Nobili, Executive VP and General Manager Streaming International
22. Pearle* - Live Performance Europe - Francisca Carneiro Fernandes, President
23. PGA European Tour - Guy Kinnings, CEO
24. Premier League - Richard Masters, Chief Executive
25. PSE Belgium - Jan Vereecke, Managing Director
26. The R&A - Neil Armit, Chief Commercial Officer
27. RTL Group - Andreas Fischer, COO
28. Sky Group - Dana Strong, Group CEO
29. Scottish Professional Football League - Neil Doncaster, Group Chief Executive
30. TF1 Group - Rodolphe Belmer, CEO
31. The Walt Disney Company - Tony Chambers, President EMEA
32. UNI Europa – Media, Entertainment and Arts - William Maunier, President
33. United Media - Aleksandra Subotić, CEO
34. Verimatrix - Laurent Dechaux, CEO
35. Viaplay Group - Jørgen Madsen Lindemann, CEO
36. Warner Bros Discovery Sports Europe - Andrew Georgiou, Managing Director

