



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

**Consumers & SMES**  
**in the Digital Single Market**  
**Jean Monnet Centre of Excellence**



**Digi-ConsME**  
Jean Monnet Centre of Excellence

## Short Course – Webinar

# Protecting creativity in the Digital Single Market: from enforcement to regulation

Prof. Maurizio BORGHI

Chair: Prof. Federico FERRETTI

18 March, 11:00 – 15:00 CET

The event is free

In person: Aula Seminari, Torretta SDE, Strada Maggiore 45 Bologna

via Microsoft Teams at <https://bit.ly/3ulEZUN>

## ABSTRACT

Online distribution of creative content has triggered both opportunities and challenges for European citizens. It has created more choice and diversity for consumers, new business models for creative industries and new prospects of growth for rights holders and intermediaries alike. However, at the same time, it has created the conditions for an unprecedented concentration of power in the hands of fewer actors. These are mainly big tech corporations that replace traditional media companies and content distributors, and are straining in many ways the established legal regulatory framework. The lecture will address the EU legislative response to these challenges, from the early harmonization efforts to the recent interventions as part of the Digital Agenda for Europe. It will explain how the EU policy has evolved from an approach based mainly on assertion and enforcement of copyright and related rights in the online environment, to a more “holistic” approach, in which copyright is just one part of the broader regulation of the Digital Single Market.

## SPEAKER'S BIOGRAPHY

Maurizio Borghi is professor of commercial law at the University of Turin, Law School, and a member of Digi-ConSME, University of Bologna. He has been the Director of the Jean-Monnet Centre of Excellence for Intellectual Property Rights at Bournemouth University (UK). His research focuses on copyright and related rights, with an interest in the doctrinal and regulatory challenges of the digital economy. In recent years he has carried out funded projects on distribution of digital content with the European Union Intellectual Property Office (EUIPO).

## ABOUT Digi-ConSME

“Consumers and SMEs in the Digital Single Market (**Digi-ConSME**)” is the name of the newly established Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Economic Law of the University of Bologna.

A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level.

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Yours sincerely,  
Prof. Federico FERRETTI  
Director

If you have any question regarding the Webinar, please feel free to contact us at:  
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