DigitalYou - Digital Culture

The European Union is investing in Europe’s cultural and creative sectors through the Digital Single Market, benefiting citizens by removing online barriers.

Your Digital Culture

The EU has long had a thriving and diverse creative content industry. Whatever your situation, and whichever area of the creative industries you work on, the EU wants to make sure that, from getting funded to reaching new audiences, you have options to promote your work. Through Creative Europe, you can get support in all stages of the creativity process in the audiovisual, cultural and creative sectors.

In a nutshell: What the EU has delivered in Digital Culture

- **Protecting European Cultural Diversity: Obligation on TV broadcasters to diffuse video content made in Europe**

European culture is as much part of our values as it is shaped by them. In particular, audiovisual content produced in the EU reflects our rich and diverse cultural and linguistic heritage. This should be safeguarded and celebrated. For video content, EU rules make sure TV broadcasters continue to diffuse European work, with an obligation to dedicate at least 50% airtime to European and national content. That way you can have access to a wide range of diverse content that still speaks to you. Now, not only traditional TV broadcasters but also video sharing platforms need to protect minors from harmful content, promote European works and adhere to advertising rules. Moreover, 30% of content in video-on-demand catalogues need to be European works.

- **Portability of Digital Content: Watch, listen and play on the move**

When travelling to another EU country, citizens can since 1 April 2018 access any online services they
have paid for or subscribed to at home. This means that you can continue listening to music, playing games, watching sports and never miss an episode of your favourite show, wherever you happen to be in the EU.

- **Europeana: Digitised Cultural Archives, with over 53 million items**

Europe has also has a very rich cultural history which digital can help preserve and access. Cultural heritage breathes a new life with digital technologies and the internet. The citizens have now unprecedented opportunities to access cultural material, while the institutions can reach out to broader audiences, engage new users and develop creative and accessible content for leisure and education. Europeana, for example, gives access to over 53 million items including image, text, sound, video and 3D material from the collections of over 3 700 libraries, archives, museums, galleries and audio-visual collections across Europe.

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