Supporting media and digital culture

The Commission is promoting a coherent approach on media policies, covering legislation on media services and the preservation of European cultural heritage.

The European Commission supports media policies that empower European citizens to enjoy seamless and interactive experiences, letting them access any content from anywhere in Europe.

A single European TV market needs a minimum set of common rules for the audiovisual sector and new media sector covering aspects like advertising, promotion of European works and protection of minors.

The Commission is working on legislation that supports the possibility of sharing content across the EU, as well as the promotion of media freedom and pluralism in Europe. It makes sure that the right regulatory framework in terms of copyright is in place so all citizens can fully benefit from the great opportunities offered by a truly connected digital Europe.

In the context of social media platforms and networks, the Commission addresses the various challenges around fake news and online disinformation and the spread of illegal content.

Open data and re-use of public sector information, open government data is promoted and encouraged.

The digitisation of Europe's cultural heritage of collections held by Europe's libraries, archives, museums and audiovisual archives makes it accessible and available to everyone.
Follow the latest progress and learn more about getting involved.
PRESS RELEASE | 20 May 2022
Commission launches "MediaInvest" to boost Europe's audiovisual industry

Today, the Commission is launching “Media Invest”, a new financing tool to boost Europe's audiovisual industry.
The European Commission has decided to refer Czechia, Ireland, Romania, Slovakia and Spain, to the Court of Justice of the European Union over the failure to transpose the revised Audiovisual Media Services Directive (“AVMSD”, Directive (EU) 2018/1808), with a request to impose financial sanctions in accordance with Article 260(3) TFEU.

Commissioner for Internal Market Thierry Breton attends the Cannes Film Festival to meet representatives of the audiovisual industry, take stock of the EU support to the sector, and present his vision to build Europe’s cultural sovereignty.

The EU and the US have reaffirmed their close cooperation to address global trade and technology challenges in line with their shared commitment to democracy, freedom and human rights.
The Commission is defending European media and digital culture with policies that empower citizens and encourage media pluralism.

Understanding the Value of a European Games Society
The project “Understanding the value of a European Video Games Society” delivers insights on the many economic, cultural, financial, and social impacts that video games have on our society, and how this industry impacts a range of policy areas.

**See Also**

Audiovisual and Media Services

These days we can watch our favourite programmes not just on TV, but also online. These shows are subject to the rules of the single market.

Digital cultural heritage

Cultural heritage is evolving rapidly thanks to digital technologies. The momentum is now to preserve our cultural heritage and bring it to this digital decade.

Copyright

The European Commission is adapting EU copyright rules to new consumer behaviours in a Europe which values its cultural diversity.

Media freedom and pluralism

The European Union upholds media freedom and pluralism as pillars of modern democracy and enablers of free and open debate.

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