



Published on *Digital Agenda for Europe* (<http://ec.europa.eu/digital-agenda>)

[Home](#) > [Digital society](#) > [Content and media](#) > [Media Policies](#) > [Audiovisual and media](#) > Audiovisual and media



[1]

Content industries play a key economic, social and cultural role in Europe. The European Commission's role is to put in place the ideal conditions and regulations to create a single market for audiovisual media services.

Share this

Content industries are not only crucial to cultural diversity; they are also of paramount importance for the economy of the European Union. For instance, the audiovisual sector alone directly employs over one million people in the EU.

With the internet, media content, be it made of images, sound or written words can be distributed and accessed in a variety of ways and EU policy is evolving to reflect this new situation.

The development of on-line/digital publications concerns all sub-sectors of the publishing industry, like books, newspapers, magazines or even databases. eBooks for instance are taking a growing importance even if some factors such as interoperability, portability and cross-border availability still limit their consumption in Europe.

In the audiovisual field, the role of the European Union is to create a single European market for audiovisual media services. It is also required to take cultural aspects into account in all its policies.

The Commission also participates in the [European Audiovisual Observatory](#) [2], which aims to improve the transfer of information within the audiovisual industry and to promote a clearer view of the market and a greater transparency.

Have your say!

[The European Commission seeks the views](#) [3] of all interested parties on how to make Europe's audiovisual media landscape fit for purpose in the digital age.

The consultation is available in all EU languages. See the [announcement](#) [4] and some [questions & answers](#) [5].

Learn more about:

- The [Audiovisual Media Services Directive](#) [6], aiming at creating an effective single European market for audiovisual media services;
- The [international dimension of audiovisual policy](#) [7] impacting what happens at EU level and in the Member States;
- [Convergence](#) [8] transforming the audiovisual media landscape;
- [Content distribution](#) [9] in the digital environment.

Tags:

[media](#) [10]

[audiovisual](#) [11]

[services](#) [12]

[directive](#) [13]

[regulation](#) [14]

Last updated on 06/07/2015 - 11:28

Source URL: <http://ec.europa.eu/digital-agenda/en/audiovisual-and-other-media-content>

Links

[1] http://ec.europa.eu/digital-agenda/sites/digital-agenda/files/shutterstock_102251842v6_0.jpg

[2] <http://www.obs.coe.int/index.html>

[3] <https://ec.europa.eu/digital-agenda/news-redirect/24215>

[4] <https://ec.europa.eu/digital-agenda/news-redirect/24275>

[5] <https://ec.europa.eu/digital-agenda/news-redirect/24394>

[6] <http://ec.europa.eu/digital-agenda/audiovisual-media-services-directive-avmsd>

[7] <http://ec.europa.eu/digital-agenda/en/international-dimension-audiovisual-policy>

[8] <http://ec.europa.eu/digital-agenda/Convergence>

[9] <http://ec.europa.eu/digital-agenda/content-distribution>

[10] <http://ec.europa.eu/digital-agenda/en/tags/media>

[11] <http://ec.europa.eu/digital-agenda/en/tags/audiovisual>

[12] <http://ec.europa.eu/digital-agenda/en/tags/services>

[13] <http://ec.europa.eu/digital-agenda/en/tags/directive>

[14] <http://ec.europa.eu/digital-agenda/en/tags/regulation>