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Author: [Editor Connect](#) [1], published in [DAE blog](#) [2] on 02/10/2012

The European Commission is contacted on a regular basis by European citizens who complain that they cannot access the creative content of their choice on the platforms that they want. Can the efficient and targeted use of IT help improving this situation and if yes, how? How can licensing processes be streamlined and become more transparent through the use of databases, metadata and standards? What is the role of the EU public institutions?

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—Posted by Philipp Runge, DG INFSO, Policy Officer, Workshop organiser at Digital Agenda Assembly

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At the Digital Agenda Assembly, the [workshop n°13](#) [3] dedicated to "ICT and management of creative content" will raise these questions and try to find first answers to it. Existing and planned initiatives from various sectors (e.g. music, audiovisual content and publishing) will be presented and discussed. The workshop will give an opportunity to explore potential synergies between these projects and other relevant IT solutions.

According to the [Digital Agenda for Europe](#) [4], attractive content and services need to be made available in an interoperable and borderless internet environment. Efficient and transparent right clearing is an essential building block for such widespread availability of creative content online.

Licensing is basically an exchange of information. The more efficient this information exchange is, the lower the transaction costs and the easier it is to come to agreements between economic operators. Digital technologies offer new opportunities for an efficient exchange of information concerning the right owner, the required right, the licensee as well as the relevant use. The use of digital technologies can also help facilitate the licence relationships between right owners, service operators and consumers.

Keep yourself updated about the Digital Agenda Assembly by following [#daa11eu](#) [5] on Twitter. You are invited to share your ideas and to give feedback on this workshop using the [#daa11ipr](#) [6] hashtag!

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