

Digital Single Market

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Message of EU Media Futures Forum: Fast-forward Europe

Ahead of this week's European Council summit, the EU Media Futures Forum commissioned by Neelie Kroes has delivered a wake-up call to leaders about what they and the industry need to do to transform this sector – a sector employing 10 million people and the foundation of public debate in Europe. The groups outlines 8 bottlenecks in the Digital Single Market and 8 solutions – ranging from VAT treatment to broadband to copyright and cross-border journalism – with actions needed for the media sector to contribute to Europe's growth.

8 bottlenecks – 8 solutions

- Turn Europe into a Digital Single Market by 2015
- Promote new business models
- Reward creators and creation of content
- Adapt financial support for audiovisual creation
- Treat like as like
- Avoid new barriers to entry
- Increase access to and use of legal content and services from anywhere in the EU on any device for all citizens in the EU
- Quickly roll out the infrastructure of the future

[Executive summary and recommendations](#) [1]

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