

Digital Single Market

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New European film strategy aims to boost cultural diversity and competitiveness in digital era

European films represent nearly two thirds of releases in the EU but account for only one third of ticket sales. While the number of films produced in Europe increased from around 1100 in 2008 to 1300 in 2012, most European films are shown only in the country where they were made and are rarely distributed across borders. A new EU strategy on 'European film in the digital era', launched by the European Commission today, seeks to address this challenge by highlighting the need to make the most of new methods of distribution to enhance cultural diversity and competitiveness.

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