



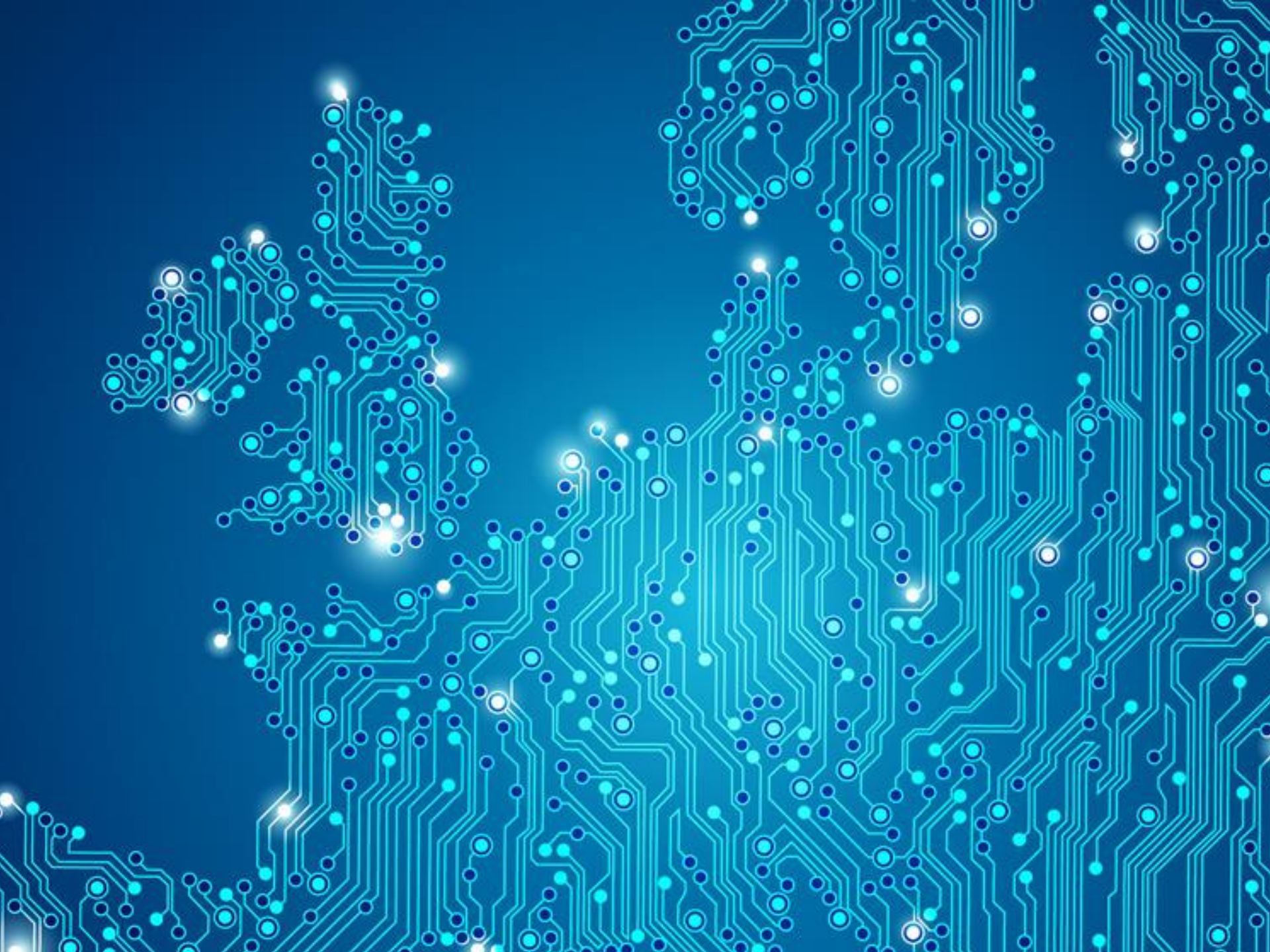
New challenges in media, content, and creativity sectors in Europe

Anni HELLMAN

Deputy Head of Unit

Media Convergence and Social Media,

DG CONNECT



DIGITAL ECONOMY at the service of people



67% of EU citizens go online every day

160 million subscriptions on fixed Broadband

680 million mobile subscriptions

DIGITAL BUSINESSES



63% of EU enterprises
provide mobile devices for business use

39% of EU enterprises use Social Media



18% of total turnover of EU enterprises come from eCommerce (2015)

16% of EU SMEs sell online

DIGITAL SINGLE MARKET

Timeline

2015

2016 – 1st semester

2016 – 2nd semester



Access

Copyright I
Incl. Portability

e-Commerce package
Incl. Geoblocking

Copyright II
Incl. SatCab



Digital environment

UHF/700Mhz

AVMSD review, Platforms

Roaming
wholesale

Cybersecurity PPP

Telecom
review

e-Privacy



Economy & Society

Digitising EU Industry (Industry,
Cloud, eGov, Standards)

Digital Skills

Free Flow Data

EU Catalogue

2

Shaping the right environment for digital networks and services to flourish



Designing rules which match the pace of technology & support infrastructure development.

- Review the audiovisual media framework ✓
- Review online platforms, intermediaries ✓
- Review sharing economy ✓
- An ambitious overhaul of EU telecoms rules *autumn 2016*
- Reinforce trust and security in digital services ✓

Strong European data protection rules to boost the digital economy



72% of Internet users in Europe still worry that they are being asked for too much **personal data online**

50% of Internet users in Europe still have little trust

What is the Internet today?

Search engines

Communications / Social Media

Operating systems / App Stores

Audiovisual

Online Platforms (e-commerce, content, payment & others)



Online Platforms

Online platforms favour innovation and create added value; but, are they too powerful?

Sharing economy improves resources efficiency; but it also raises new regulatory questions.

➤ The Commission launched a **comprehensive assessment** of the **role of platforms in the digital economy**.



New challenges in media, content, and creativity sectors in Europe

Albert GAUTHIER

Policy Officer

Data Applications and Creativity

DG CONNECT



Creativity

Creativity is the process of having original ideas that have value

Sir Ken Robinson

Sir Ken Robinson, PhD is an internationally recognized leader in the development of creativity, innovation and human resources in education and in business. He is also one of the world's leading speakers on these topics, with a profound impact on audiences everywhere.

<http://steamconnect.org/sir-ken-robinson-can-creativity-be-taught/>



European
Commission



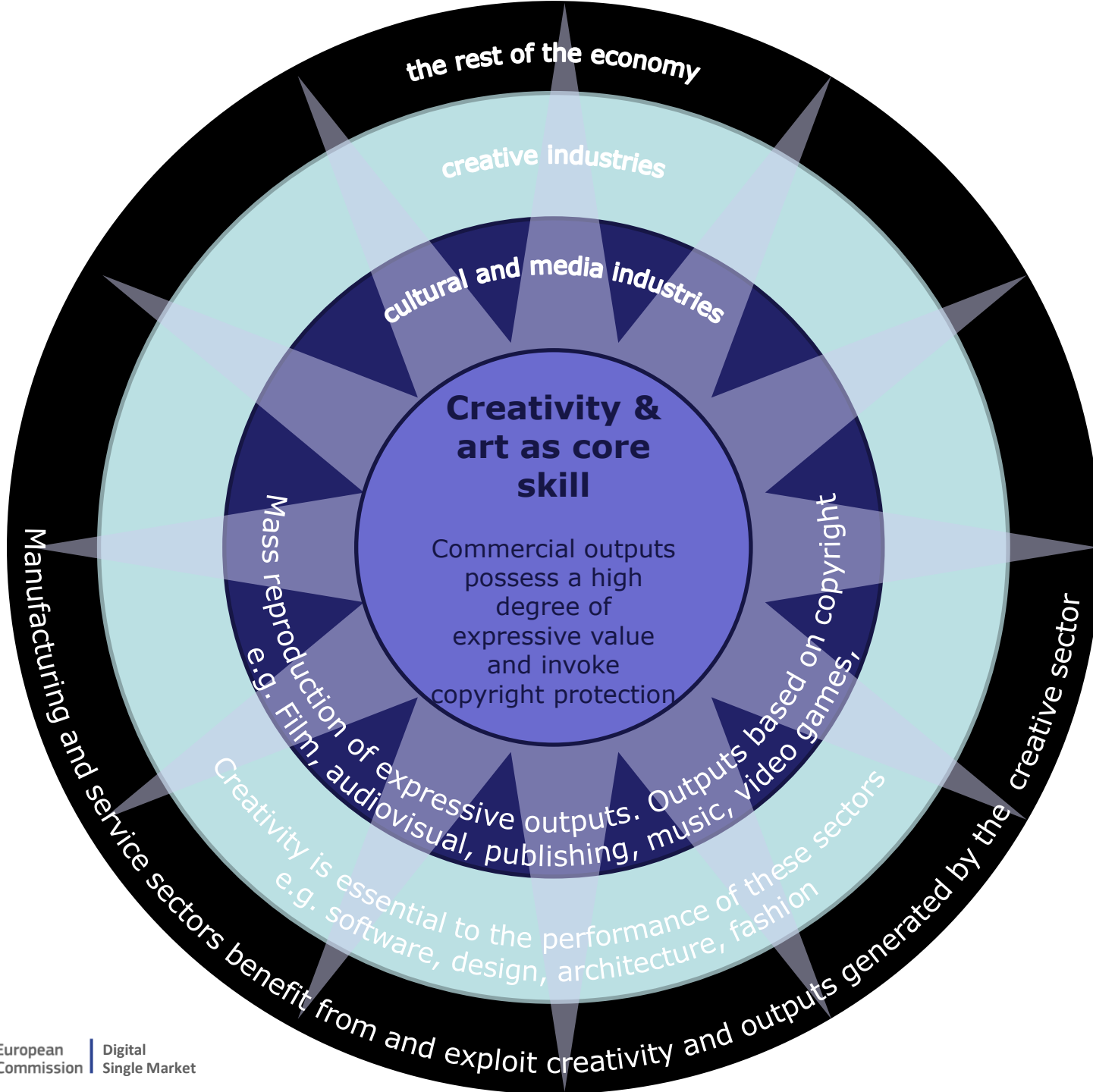
Context

- **Creative Industries are a mayor player in EU economy**
- **Growing demand for high-quality digital content**

7.7 mio
jobs

2.2 mio
companies
of which
85% SMEs

€ 625
billion
revenue





Why?

To increase the competitiveness of the European creative industries

SMEs represent 85% of all actors in the creative industry sector, but they often face difficulties in adopting state of the art ICT technologies

=> stimulating ICT innovation in SMEs,

+ fostering exchanges between the creative industries SMEs and providers of innovative ICT solutions.

Challenge 2018

- **making content "smarter" thanks to new and emerging technologies**
- **maximising the potential for re-use and re-purposing of all types of digital content,**

for instance,

- **usable in different contexts and technical environments**
- **dynamically adapting to users**
- **...**



A few words about the new MEDIA Directorate

Anni HELLMAN

Deputy Head of Unit

Media Convergence and Social Media,

DG CONNECT

Directorate General for Competition, Networks, Content and Technology



*G.H. OETTINGER**
Commissioner



R. VIOLA
Director General



Director-General
R. Viola ☎ 60740
Assistants:
O. Bringer ☎ 92067
P. Stuckmann ☎ 21097

Deputy Director-General
In charge of Directorates
A, C, E & H
G. Kent (Acting) ☎ 91945
Assistant:
E. Mitjana ☎ 61149

Deputy Director-General
in charge of Directorates
B, D, F, G & I
C. Bury ☎ 60499
Assistant:
P. Lamotte ☎ 98892



Reporting lines are:

- R. Viola for Directorate R;
- G. Kent (acting) for Directorates A, C, E, H;
- C. Bury for Directorates B, D, F, G, I.

☐ Luxembourg
→ ☐ To be transferred to Luxembourg

- * Shared Administration & Finance Unit for Directorates A, B, C, D and F.
- ** Shared Administration & Finance Unit for Directorates E, H and I.

Principal Adviser
F. Lupescu

Principal Adviser
M. Richards

Adviser for Legal & Legislative Issues
Z. Bahovec

Adviser for cross-cutting policy/Research Issues
G. Santucci

Adviser for International Relations linked to Future Networks
P. Blixt

Adviser for Societal Issues
N. Dewandre

Adviser for organisational transition (Finance)
M. Lucifoli

Adviser for Societal Challenges
Vacant

Adviser for Innovation Systems
B. Salmelin

Mirror-Unit REA A.5
Fostering Novel Ideas: FET-Open
T. Hallantie ☎ 60167

Mirror-Unit EACEA B.2
Creative Europe: MEDIA
H. Trettenbrein ☎ 64955

Mirror-Unit REA C.4
Expert Contracting & Payments
A. Oram ☎ 97805

Media Policy Directorate for...

- **Competitive, pluralistic European media and content industry** able to thrive in the Digital Single Market.
- **Digital era suited** audiovisual and media legislative frameworks
- **Research and innovation** on new social media **on any device** and environments.
- **Culturally diverse Europe** and people need news on European affairs with a European perspective



G. ABBAMONTE

Director

Media Policy (the new Directorate I)

- Unit I.1 Audiovisual and Media Services Policy
- Unit I.2 Copyright
- Unit I.3 Audiovisual Industry and Media Support Programmes
- Unit I.4 Media Convergence and Social Media**
- EACEA.B.2 Media Creative Europe: MEDIA

Media Convergence and Social Media Unit



J. COTTA
Head of Unit



A. HELLMAN
Deputy Head of Unit



$$\frac{x'}{z'} \mid x = \frac{x' + vz'}{\sqrt{1 - v^2}} \quad y = y' \quad z = z'$$

$$y = m_{xy} f(x)$$
$$e_0' = e_0 + m_{xy} f(x)$$



STARTS: Science Technology and ARTS



STARTS encourages synergies between the Arts and innovation for technology and society by promoting the inclusion of artists in Horizon 2020 projects.

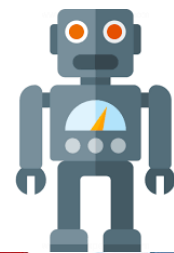
The boundaries between art and engineering are removed and creativity becomes a crucial factor.



To converge means...



YOU
AS
Instagram



tumblr.

velp

tribbble

Source:
<http://www.slideshare.net/JasonCKTham/defining-media-convergence>
<https://makeawebsitehub.com/social-media-sites/>

Questions and Answers



Follow us on Twitter: *@MediaFutureEU*