Question for written answer E-002674/2021 to the Commission
Rule 138
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Subject: Media and audiovisual action plan and the digital transformation of the audiovisual sector

The Commission’s media and audiovisual action plan (MAAP) seeks to support the digital transformation of the EU audiovisual (AV) sector, in particular, through the creation of a common media data space as indicated in action 4. Data spaces can host relevant information such as audience data and content metadata, which have the potential to support EU creative projects through equal access to relevant information. Widespread participation from large streaming platforms is an essential element to the success of these data spaces. Many of those have business models which are based on a direct relationship with customers. This generates audience data which is used to gain a competitive advantage through personalised content development and promotion.

1. How does the Commission intend to push streaming platforms with such a competitive advantage to participate in these data spaces?

2. The AV sector evolves with technology. AV content was exploited via numerous digital tools over previous decades, from digital cinema to DVD to online distribution models. As the sector is digital, what objectives is the Commission pursuing and what is its strategy to help digitise the sector?

Supporter

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