

# European Commission launches reflection on a Digital Single Market for Creative Content Online

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The European Commission today published a reflection paper on the challenge of creating a European Digital Single Market for creative content like books, music, films or video games. According to Commission studies, a truly Single Market without borders for Creative Online Content could allow retail revenues of the creative content sector to quadruple if clear and consumer-friendly measures are taken by industry and public authorities (see IP/07/95). The digital availability of content thus presents great opportunities for Europe, but also a number of challenges. First of all, regulatory and territorial obstacles still stand in the way of digital distribution of cultural products and services and can impede creativity and innovation. In addition, illegal downloads on a large scale can jeopardize the development of an economically viable Single Market for digital content; there needs to be much more encouragement for legal cross-border offers. Against this background, the reflection paper ? drafted jointly by the services of Commissioners Reding and McCreevy ? outlines current challenges for three groups of stakeholders ? rightholders, consumers and commercial users ? and invites everybody interested to participate in a broad debate about the possible European responses to them. Comments can be sent by 5 January 2010.

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