Council of the European Union: Approval of Draft Resolution on Interactive Media Content

IRIS 2003-1:1/5

Nynke Hendriks
Institute for Information Law (IViR), University of Amsterdam

On 11 November 2002, the Council of the European Union approved a draft Resolution on Interactive Media Content in Europe. The draft Resolution will be formally adopted, without further discussion, at the next Council meeting.

The promotion of interactive media content forms part of the Council's more general objectives, such as the establishment of the European Union as a dynamic knowledge-based economy and the development of cultural and creative industries within the European Union.

The Council emphasises the importance of ensuring quality in interactive media content by combining artistic freedom and innovation with cultural and linguistic diversity. High-quality content also forms part of the EU industrial policy objective to gain a fair share of the market for interactive media content. This market offers many divergent cultural and media policy opportunities both for the public and private sectors. However, despite its considerable potential, investments and revenues are still at an initial stage. Hence it is recommended that financing be made available to develop creative interactive media content. Other means of promoting this market are the development of European networks of relevant professionals and the distribution and marketing of European interactive content.

The draft Resolution therefore encourages EU Member States to draw attention to a variety of ways in which to develop this potential. For example, by collecting information and experience of interactive media content production and by considering how this content may be used to promote and disseminate cultural and linguistic diversity across Europe. National actions, experiences and networks may enhance the development and distribution of high-quality interactive media content. The protection of (young) consumers must at all times be taken into account.

The growing market for interactive media content provides wide-ranging cultural, linguistic and economic challenges for the public and private sectors of the Member States of the European Union and the Community as a whole. In addition to the Member States, the Commission is also invited by the draft Resolution to consider these challenges at the European level with a view to instigating possible Community actions, if necessary, to ensure the cultural diversity of the content and the economic development of this market.

© European Audiovisual Observatory (Council of Europe) 2026

2461st Council Meeting (Education, Youth and Culture), Brussels, 11/12 November 2002

http://europa.eu/rapid/pressReleasesAction.do?reference=PRES/02/340&format=HTML&aged=1&language=EN&guiLanguage=fr

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026