PRESS RELEASE

Launch of Technology is Culture report

Brussels, October 11th 2016. Today marks the launch of "Technology is Culture", our new report demonstrating how technology enables the creation and dissemination of cultural content. The report focuses on the benefits to all stakeholders from technological developments.

Music, films, art, literature and games from all across Europe are now available to the consumer at the click of a button. More than ever before, a broader diversity of rich creative content is being produced, discovered and consumed.

Drawing on statistics from across a number of creative sectors, "Technology is Culture" showcases the importance of the special relationship between technology and creators, and how it is driving innovation and creation at an unstoppable rate.

At a time when the sector is so dynamic, getting the facts right is a challenge for evidence-based policy-making. The key to ensuring the best possible policies depends on understanding the relationship between technology and cultural industries: how the digital sector is providing new opportunities, and how creative industries are already capitalising on these opportunities.

"We believe that this report will shed some light on the reality of the creative landscape today, especially in light of some of the claims being made in the context of the copyright reform initiative," said Siada El Ramly – EDiMA Director General.

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