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# Audiovisual and media



Over a million [European Union](#) (EU) citizens are directly employed in the audiovisual and media sector. This covers not only the more traditional media, such as radio, public and commercial broadcasting, but also independent television and film production. The new digital technologies affect the sector profoundly, transforming broadcasting, programming, production, delivery and payment systems, and creating new media, ranging from digital publications to online services for home or mobile

consumption.

The relevance of the sector is huge from an economical, social and cultural point of view: it contributes to EU's cultural diversity and highlights the creative potential in the new digital panorama.

The EU encourages cooperation between EU [Member States](#) in this area. In line with Articles [167](#) and [173](#) of the Treaty on the Functioning of the European Union, the EU also supports their actions in the [cultural](#) and creative sectors, which is one of the 14 industrial ecosystems identified by the Commission industrial strategy. The [Audiovisual Media Services Directive](#) (AVMSD) sets out the basis for an open and fair EU market for audiovisual services and video-sharing platforms, which respects the relevant national legislation. The new [creative Europe](#) 2021–2027 programme supports the cultural and creative sectors with €2.44 billion in order to both promote cultural and linguistic diversity and foster the competitiveness and the economic potential of the cultural and creative sectors.

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- › [European Media Freedom Act](#)
- › [State aid — films and other audiovisual works](#)
- › [Beijing Treaty on Audiovisual Performances](#)
- › [Audiovisual Media Services Directive \(AVMSD\)](#)
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