

Culture and media



The EU works to preserve Europe's shared cultural heritage and make it accessible to all. It supports the arts and helps our cultural and creative industries to thrive, specifically through the Creative Europe programme.

Culture and creativity are at the core of the European project and at the heart of the EU's cultural policy. Europe's rich cultural heritage and dynamic creative sectors bring immense enrichment, pleasure and a sense of identity to millions of people.

The EU seeks to protect cultural heritage and diversity across countries and to harness the cultural and creative industries' contribution to the economy and society. EU policy also looks to meet common challenges such as the shift to digital production and content, or how to encourage innovation in the cultural sector. The [New European Agenda for Culture](#) contains concrete actions to harness the full potential of culture.

What the EU does

The [Creative Europe](#) programme aims to strengthen Europe's cultural and creative sectors and provide funding for around 3 700 cultural organisations, 250 000 artists and cultural professionals, over 7 000 cinemas and 2 800 films, and 4 500 book translations during its 7-year lifespan. It is investing €1.46 billion to:

- promote European cultural and linguistic diversity;
- drive economic growth and competitiveness in the creative sectors;
- help the creative and cultural sectors make the most of digital technologies and develop new business models; and
- bring creative works to a wider audience in Europe and internationally.

Creative Europe also promotes initiatives such as [EU prizes](#) for cultural heritage, architecture, literature and music, the [European Heritage Label](#) and the [European Capitals of Culture](#). The 2018 European Year of Cultural Heritage aimed to encourage more people to discover and engage with Europe's cultural heritage and to foster a sense of belonging to a common European space.



The Commission also coordinates policymaking, research and reporting on a range of topics, from media literacy and digital distribution to cultural heritage preservation or culture in external relations. Furthermore, it fosters [cooperation and peer learning](#) between Member States.

The EU's [audiovisual and media policy](#) aims to ensure that, like other goods and services, audiovisual media (film, TV and video) are subject to EU-wide rules to ensure they can circulate freely and fairly in the single market, regardless of how they are delivered. The EU also supports the development and distribution of European films and other content, with the goal of promoting cultural diversity.



Find out more: https://ec.europa.eu/info/topics/culture-and-media_en



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