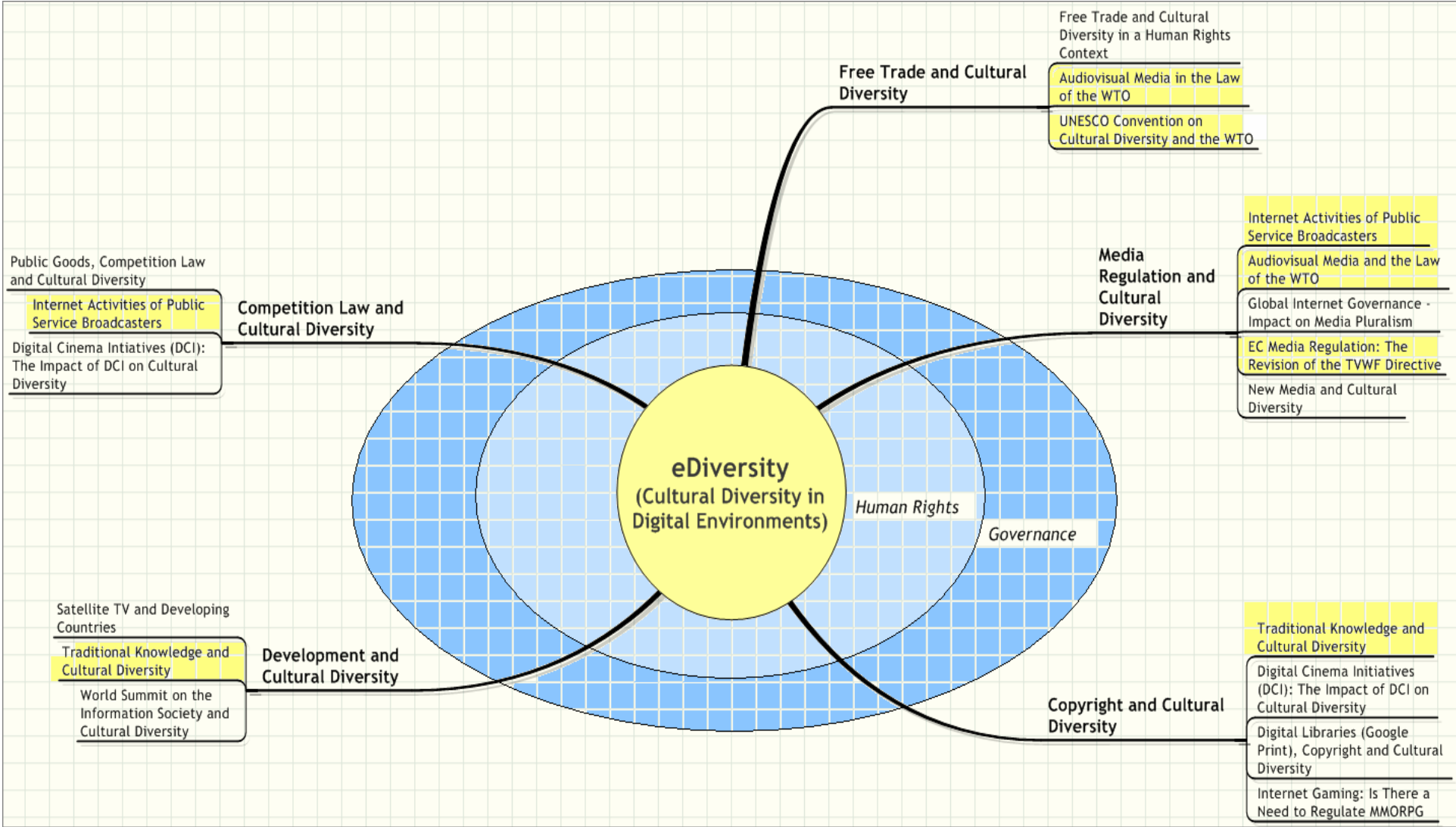


# New Directions in the Protection of Cultural Diversity in a Digital Networked Environment

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# Digital environment effects

- Deeper effects on creativity, information and communication processes;
- Generation of a manifold of opportunities;
- From protection to promotion.

## Selected salient features of the digital environment

- **proliferation** and diversity of content;
- **changing business and consumer behaviour** patterns;  
(reduced storage and distribution costs; no scarcity)
- **accessibility** of content;
- empowerment of the user to **choose** and **pull** the desired content; and
- new modes of content production, where the user is not merely a consumer but an **active creator**, individually or as part of the community.



## **A few hypotheses for readjustment of media regulation targets/tools (i)**

- Any rationales for creating reserved shelf-spaces for domestic content and barriers to entry to foreign cultural content become redundant;
- The audiovisual services conundrum in the WTO context becomes of lesser importance;
- Classification issues critical, especially with regard to digitally transferred products and services;

## A few hypotheses for readjustment of media regulation targets/tools (ii)

- Creating escape routes: rules on subsidies;
- Rules at the periphery of the trade vs. culture conflict (access to infrastructure; standards; interoperability);
- Increased asymmetry between the digital “haves” and “have-nots”, both within a society and between societies;
- Competition rules.