



Council of the European Union
General Secretariat

Brussels, 23 August 2023

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LIMITE

CULT
AUDIO
SOC
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DIGIT
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JEUN
GENDER

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CONTRIBUTION

From:	General Secretariat of the Council
To:	Cultural Affairs Committee
Subject:	Draft Council conclusions on enhancing the cultural and creative dimension of the European video games sector (doc.11813/23) - Comments from the DE delegation

Delegations will find attached comments on the above-mentioned document from the delegations DE delegation.



Council of the
European Union

Brussels, 14 July 2023
(OR. en)

11813/23

LIMITE

CULT 87
AUDIO 70
SOC 535
EMPL 378
RECH 354
DIGIT 141
IND 391
PI 115
JEUN 204
GENDER 166

NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Draft Council conclusions on enhancing the cultural and creative dimension of the European video games sector - <i>Presidency text</i>

With a view to the Cultural Affairs Committee (CAC) meeting on 24 July 2023, delegations will find attached a Presidency text for draft Council conclusions on enhancing the cultural and creative dimension of the European video games sector.

Without prejudice to the discussion that will take place at the CAC meeting on 24 July 2023, delegations are invited to send their comments and drafting suggestions to the Presidency (eduardo.fpalomares@reper.maec.es; pilar.barrero@reper.maec.es; asistente.cultura@reper.maec.es) and the GSC (andres.tobias@consilium.europa.eu; eyecs@consilium.europa.eu) **by COB on 14 August 2023**.

On that basis, the Presidency will prepare a revised text that will be circulated by 28 August with a view to the next CAC meeting on 4 September 2023.

DE COMMENTS**General comments**

We believe - as do other delegations - that the cultural dimension should be emphasized more strongly. Culture is first and foremost not a means to a certain end, but the space in which creativity can take place and from which it draws inspiration. From this derives the key question of how creativity, a cultural spirit and cultural diversity can be promoted in video games.

Beyond that, we see two other important aspects:

First, European support for the cultural and creative dimension of video games should not lead to a reallocation at the expense of existing funding lines. But it may lead to fresh money.

Second, a review of the application of state aid rules as suggested, in particular the General Block Exemption Regulation, cannot be done to support and stimulate the competitiveness of European video games sector companies alone. This must be seen in a broader perspective and may take place in a future overall review of the GBER by the European Commission.”

Draft Council conclusions on**Enhancing the cultural and creative dimension of the European video games sector**

THE COUNCIL OF THE EUROPEAN UNION,

RECALLING:

1. The fundamental role that culture with its intrinsic value plays for the European Union and its citizens as a key element in enhancing the European identity, strengthening our democracies

and values, and triggering sustainable, diverse and inclusive development, and as a driver for growth and employment¹;

2. The heterogeneity of the set of subsectors that make up the creative and cultural industries, which share common elements, but also have their own particularities and realities;
3. The great potential that the video games sector with its cultural dimension has for growth and innovation within the framework of the digital transition adopted by the European Union;

¹ The ICC sector represents an economic weight of 3.95% of the EU value added (EUR 477 billion), employs 8.02 million people and involves 1.2 million businesses, according to 'Recovery and Resilience Scoreboard. Thematic analysis. Cultural and Creative Industries. April 2022' https://ec.europa.eu/economy_finance/recovery-and-resilience-scoreboard/assets/thematic_analysis/scoreboard_thematic_analysis_culture.pdf

TAKING INTO ACCOUNT THAT:

4. The video games sector is an integral part of the ecosystem of cultural and creative industries. It interacts with other sectors and has great potential to transmit cultural content and highlight the value of the richness of European creation, heritage and history, as well as having a significant impact in terms of job creation and making a significant contribution to GDP;
5. While Europe has established itself as one of the world's leading markets for video games, with an estimated value of EUR 23.48 billion in 2022, and plays a key role in all stages of their development (from script to distribution), there is a lack of detailed, harmonised and sector-specific data;
6. The European video game industry consists mainly of small and micro enterprises², which limits the international competitiveness of the sector;
7. While the European video game market is growing in absolute terms³, its share of the global market is gradually shrinking⁴. In the European Union, video game users are found in all age segments, but especially in the youngest⁵;
8. Despite the efforts made in terms of the accurate, equal and non-stereotypical representation of women in video games, there is significant inequality in all positions in the value chain⁶;

² 80% of the 4 600 existing companies have fewer than ten employees.

³ It reached EUR 179 billion in revenue in 2022, which represents an annual growth of 5.4%.

⁴ It is expected to account for 7.3% in 2025, compared to 8.7% in 2017.

⁵ Although the average age of players is 31, more than 70% of young Europeans between 6 and 24 years of age are video game users.

⁶ Of the 125 million people who use video games, women represent 47.8%, but this figure drops to around 22% when it comes to women working in the sector.

9. The video game industry has a wide value chain in which intellectual property plays a fundamental role and in which creativity, innovation and technological development flourish. The creation of video games requires the application of advanced technologies that contribute to the development of new business models which will foster cultural and creative growth, as well as the development of other policy areas and virtual worlds;
10. The European Union Work Plan for Culture for the period 2023-2026 includes ‘Enhancing of the cultural and creative dimension of the video games sector in Europe’ as one of the main actions to be carried out in the context of the priority area ‘Artists and cultural professionals: empowering the cultural and creative sectors’;

INVITES MEMBER STATES TO:

11. Explore all possible options for the implementation of support frameworks aimed at promoting the creative and cultural dimension of video games and preserving them as part of Europe’s cultural ecosystem;
12. Share information and good practices, in particular relating to public aid supporting the production, promotion and distribution of video games, to access to finance, and to effective measures to contribute to cultural diversity and equality, as well as to the sustainable development of the video games sector;
13. Consider supporting, in cooperation with the video games industry, initiatives aimed at the preservation of European video games as a cultural asset, taking into account existing projects and in cooperation with national video game museums and archives;

INVITES THE MEMBER STATES AND THE COMMISSION, WITHIN THEIR RESPECTIVE AREAS OF COMPETENCE, TO:

14. Improve information on the video game sector by standardising data and statistics, in collaboration with the video game industry;
15. Promote talent and initiatives aimed at providing specialised training in professions linked to the video games industry, focusing on the cultural, creative, technical, legal and economic particularities of these professions as well as the applicable intellectual property framework;
16. Promote initiatives aimed at protecting users, in particular measures to increase people's sensitivity and provide information on and support for the use of tools that can improve the protection of young people, in particular minors;

INVITES THE COMMISSION, WITHIN ITS AREAS OF COMPETENCE, TO:

17. Explore the possibility of proposing a European video game strategy that promotes European values and cultural diversity, and contributes to the development of the economic, social, educational, cultural and innovative potential of the video game sector while consolidating its leadership in the global video game market, dealing also with aspects of State aid;
18. Further promote equality in the video games sector and analyse the feasibility of developing an action plan to ensure gender balance at all stages of development of the video game industry as well as avoid creating, perpetuating or exacerbating stereotypes, in particular about gender;

19. Encourage cross-border co-productions of video games between Member States, as well as collaborations with other cultural industries and other sectors of the European economy, in order to exploit the opportunities and synergies offered by cooperation in terms of funding, resources and expertise, and to improve competitiveness and international standing;
- ~~20. Support and stimulate the competitiveness of European video games sector companies, in particular SMEs, through a review of the application of state aid rules, in particular, where appropriate, the General Block Exemption Regulation.~~

References

- Council Resolution on the EU Work Plan for Culture 2023-2026 (OJ C 466, 7.12.2022, p. 1)
- Commission Regulation (EU) No 651/2014 of 17 June 2014 declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty (OJ L 187, 26.6.2014, p. 1) and successive amendments ('General Block Exemption Regulation' or 'GBER')
- European Media Industry Outlook – SWD (2023) 150 final (Commission Staff Working Document)
- Recovery and Resilience Scoreboard Thematic Analysis on Cultural and Creative Industries
- Council conclusions on the recovery, resilience and sustainability of the cultural and creative sectors (2021/C 209/03, 2 June 2021)
- Council conclusions on building a European Strategy for the Cultural and Creative Industries Ecosystem (2022/C 160/06)
- Council conclusions on cultural and creative crossovers to stimulate innovation, economic sustainability and social inclusion (2015/C 172/04)
- European Council conclusions of 21 July 2020 on the recovery plan and the multiannual financial framework for 2021-2027
- Conclusions on Europe's Media in the Digital Decade: An Action Plan to Support Recovery and Transformation (2021/C 210/01)

- Council conclusions of 30 November 2021 on increasing the availability and competitiveness of European audiovisual and media content
 - Regulation (EU) 2021/818 of the European Parliament and of the Council of 20 May 2021 establishing the Creative Europe Programme (2021 to 2027) and repealing Regulation (EU) No 1295/2013
 - European Parliament resolution of 10 November 2022 on e-sports and video games (2022/2027(INI))
 - European Parliament resolution of 18 January 2023 on consumer protection in online video games: a European single market approach (2022/2014 (INI))
 - European Parliament resolution of 14 December 2022 on the implementation of the New European Agenda for Culture and the EU Strategy for International Cultural Relations (2022/2047(INI))
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