

The Ultimate Cookbook

FOR CULTURAL MANAGERS

INFOGRAPHIC
VERSION

CONNECTING THE EU DIGITAL STRATEGY WITH LIVE PERFORMANCE ORGANISATIONS

This infographic explains how the EU's digital strategy impacts, supports, guides and underpins the daily activity of a live performance organisation



In a nutshell

The EU strategy on Digital

In 2020 European political leaders proclaimed a "Digital Decade" including concrete objectives to be achieved by 2030

Why a European digital strategy?

Because our present times are deeply characterised by digital transformations. Europe wants to set new technology standards and at same time not lose sight of citizens in society. EU values, such as democracy, transparency, and fundamental rights are at the heart of digital transition.



Objectives...

✔ Citizens having skills to use online services

✔ Public services to be connected

✔ Digital infrastructures – allowing all to be connected

✔ All businesses going digital

MEMBER STATE LEVEL

✔ National digital decade roadmaps with clear indicators measuring progress

Understanding

How European Digital rules interact with the production of live performances

1



SELLING SERVICES ONLINE

Digital services act (DSA) & Digital market act (DMA) → set standards for accountability of online intermediaries and platforms

What is important for us?

It helps to face problems arising from exploitative ticket reselling by non-authorized online traders

! Organisers/festivals can do a 'notice and action' to report illegal content with the national Digital Services Coordinator



As a ticket buyer one can now better buy safe products or services online



AUDIENCES

General Data Protection Regulation (GDPR)

What is important for us?

The GDPR strengthens the individuals' fundamental rights on the use of personal data, such as provided by audiences when buying a ticket or participating in an event

! Public bodies have to appoint a Data Protection Officer responsible for managing data security (private companies & SMEs do not fall under this rule)



As a member of the audience (incl. children) you are asked to give consent for use of data for specific purpose and you can always ask to access the data collected



ACCESSING TECHNICAL INFO ON PRODUCTS AND ECOLOGICAL FOOTPRINT

Ecodesign for Sustainable Products Regulation (ESPR) → Digital Product Passport (DPP)

What is important for us?

When purchasing products one will need to have info regarding carbon footprint, material sourcing, durability, percentage of recycled material used. In other words the entire supply chain from raw materials to components in a product.

! The DPP will help live event organisations to better calculate their own carbon footprint and ecological impact



As a consumer you get relevant info about the ecological footprint of products and can make informed choices

Understanding ² What it involves for a live performance organisation *to be present online*

CREATION OF ONLINE PERFORMANCES

Streaming of a live event recorded and made available online **afterwards**

Streaming of a live event in the moment it happens and attended by and audience **simultaneously** at the venue and online

Streamed content

DSA: makes reporting of illegal content possible

PIRACY OF ONLINE CONTENT IS A CRIME!

Online live events

Recommendation on combating online piracy: stresses importance of urgent action an encourages use of blocking injunctions

COPYRIGHT CLEARANCE ONLINE

- Large number of elements to be taken into consideration to ensure all rights are cleared
- Online streaming requires extensive preparation, budgeting and calculation of fees due to all rights holders involved
- Careful consideration for which countries to clear rights or worldwide

! Go step by step and plan ahead the clearance of the rights

💡 Check: who gives a license? Publisher? CMO? Licencing hub?

WEB ACCESSIBILITY & INCLUSIVENESS

- Web Accessibility Directive
- Websites and online tools to be adapted to people with a disability, including elderly
- Use of international standards to make websites and mobile apps more accessible

! Check with website provider to make services more accessible

💡 Adapt your online ticketing services

Understanding ³ What it involves for live performance *to use Artificial intelligence and machine-generated content*

Four levels of risk

Unacceptable	A threat to people e.g. facial recognition
High	Affecting safety or fundamental rights e.g. education, employment
Limited	Possible to deceive users e.g. chatbots, deepfakes
Minimal or no risk	Free use allowed e.g. spam filters, video games

Attention

- ! Copyright protection unresolved in AI ACT!
- Transparency needed
 - Identification author of AI-generated work
 - Illicit use of voices or images

Artificial Intelligence in...

ARTISTIC CREATIONS

Think of...

- Creation process
- Interaction with audience
- Subtitling/translation

ORGANISATION'S ACTIVITIES

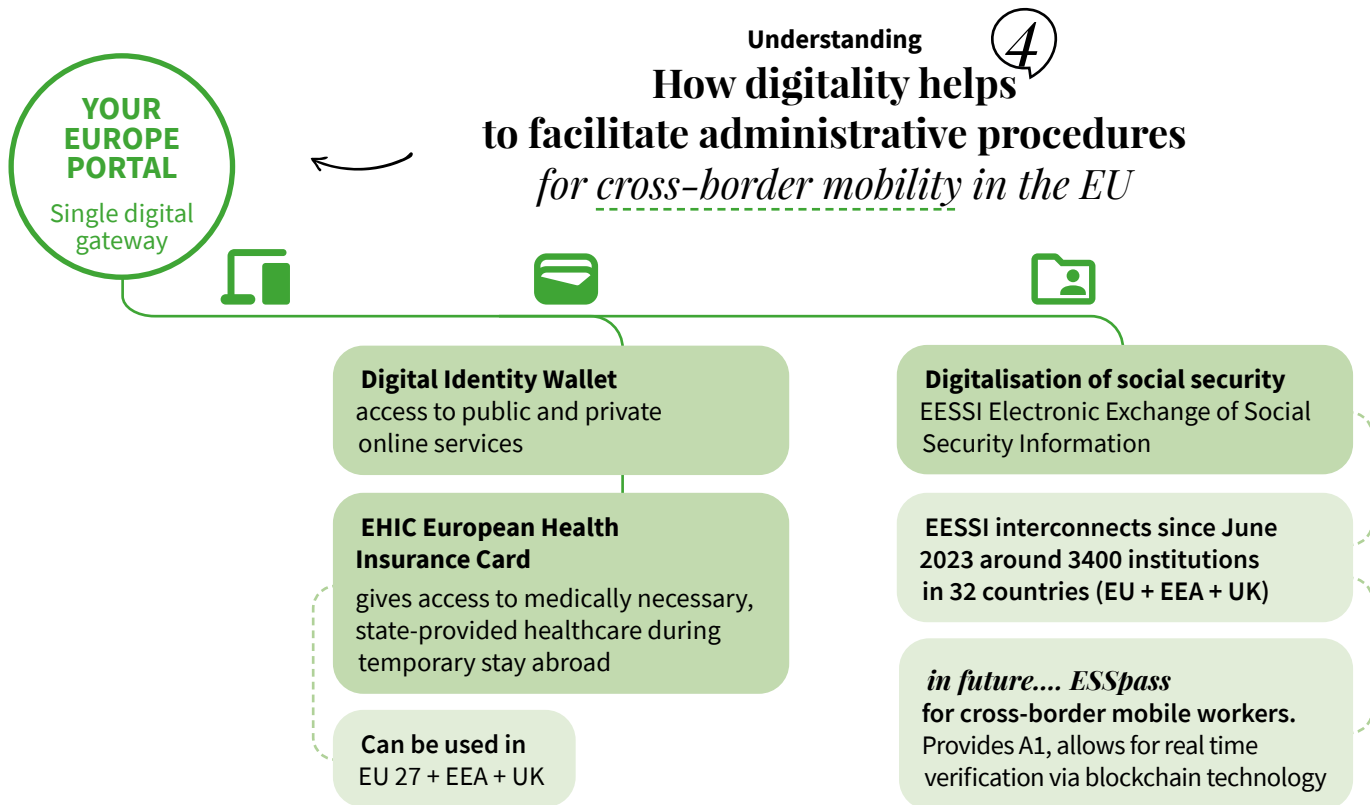
Think of...

- Communication
- Archiving
- Documenting
- Ticket selling

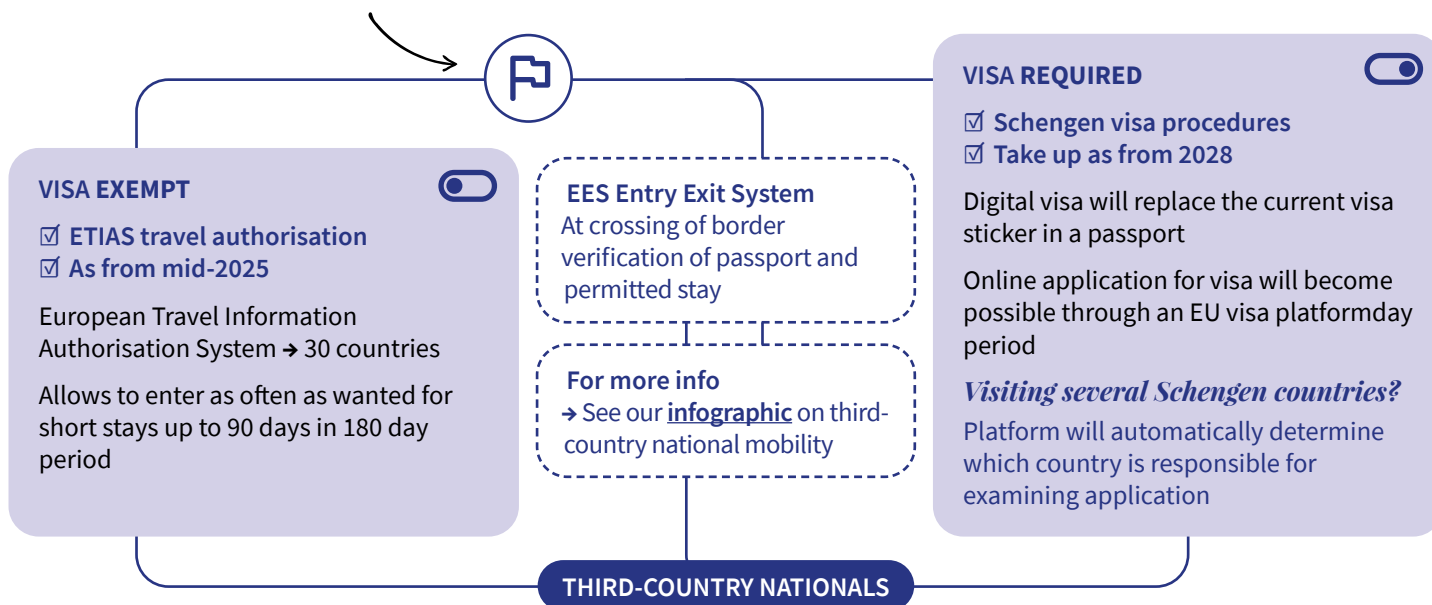
HUMAN RESOURCES, EMPLOYMENT, SKILLS

Think of...

- Recruitment
- Management of workers
- Education



Understanding 5 How digitality helps to facilitate administrative procedures for Third-Country Nationals and hosting live performance organisations



For further information read
The Ultimate Cookbook for Cultural Managers:
Connecting the EU Digital Strategy with live performance organisations – December 2023

This infographic is part of the EFA/PEARLE* partnership in the context of the EFA Revealing the Alliance project 2022-2024 implemented with the support of the Creative Europe Programme of the European Union.

This infographic reflects the view only of the author and the Commission cannot be held responsible for any use which may be made of the information contained therein.