

Creative and cultural actors

Culture constitutes a critical catalyst for creativity and innovation. Local stakeholders from the cultural and creative industries therefore represent a non-negligible part of the response to be given to accelerate the digital transformation of European industry and enterprises. Cultural and creative industries have been highly prone to disruption by digital technologies. Cultural actors therefore need to make the most of digital opportunities to ensure the economic sustainability of their industries.

Securing the future with digital technologies

Like other industries, cultural and creative industries are undergoing rapid transformation forcing them to **innovate, create and apply digital technologies**. In order to secure a sustainable future for their industries, cultural and creative actors should **proactively let know key stakeholders about their digital needs and seek for assistance when necessary**. They also need to **collaborate with other stakeholders** from the digital ecosystem to jointly **work on the development of new, useful digital tools**. Digital technologies can also facilitate the establishment of cross-industry and cross-borders collaboration.

Increasing digital capabilities of creative talents

Training a workforce with digital skills in the cultural and creative industries can bring huge benefits to the local economy. It can help to attract a variety of entertainment activities, such as the production of films, series, computer games and internet content to a region. Key players in the cultural and creative industries should therefore **seek to develop appropriate trainings** with the help of local industries and other institutes when required.

Knowing what types of digital tools and knowledge are needed is key to the development of successful trainings. It is therefore critical to **assess the digital needs of the industry** appropriately.

Exploring the potential of big data

Combining the data collected by various actors has the potential to bring new insights and value. Key players in the cultural and creative industries should therefore **collaborate** with each other but also with other actors in the ecosystem to **discover the new opportunities offered by big data analytics**. They should also try to **develop a common approach for sharing their data and ensuring the security of the data exchanged**.

Developing the appropriate infrastructure

The move to digital is about leveraging new digital capabilities to develop new products or services and achieve transformative business models. In order to do so, creative and cultural actors must be able to access to the appropriate digital infrastructure, for example reliable, high-speed broadband networks. They should therefore proactively **encourage public authorities to modernize the digital infrastructure** of their city and region.

Creative and cultural actors should **try to access to additional capital** (e.g. public funding) to finance investment in training and digital tools and allow them to experiment with innovative methods.