A study on the application of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions in the digital era

Introduction

Madam, Sir

As part of a study conducted for the Ministry of Foreign Affairs and International Development and the Ministry of Culture and Communication of France, the Centre for Studies on Integration and Globalization (CEIM) based at the *Université du Québec à Montréal* (UQAM) invites you to fill out this short questionnaire on the protection and promotion of the diversity of cultural expressions in the digital age.

The questionnaire takes roughly 15 minutes to complete. We ask you to kindly provide answers to this survey based on your knowledge of the cultural sector while taking into account the specific context of the country in which you work.

Information personnelle

Prénom:

Nom de famille:

Institution:

Sector of activity/industry*:

Title/position*:

Country*:

Courrier électronique:

Questions

CHALLENGES AND OPPORTUNITIES FOR THE DIVERSITY OF CULTURAL EXPRESSIONS IN THE DIGITAL ERA

Digital technology, and in particular the Internet, represents a challenge for the:

	1 (totally agree)	2 (partially agree)	3 (neutral)	4 (partially disagree)	5 (totally disagree)
Production/creation of cultural goods and services	○	○	○	○	○
Distribution/broadcasting of cultural goods and services	○	○	○	○	○
Consumption of/access to cultural goods and services	○	○	○	○	○
Training/capacity building of cultural actors	○	○	○	○	○
Education/public awareness to the importance of protecting and promoting the diversity of cultural expressions	○	○	○	○	○

You may briefly comment on your answers, describing how digital technologies affect your business or cultural sector.

Since the advent of digital technology and the Internet in your country, you found:

	1 (Totally agree)	2 (Partially agree)	3 (Neutral)	4 (Partially disagree)	5 (Totally disagree)
An increase in the foreign cultural offer in your country	○	○	○	○	○
An increase in the national cultural offer	○	○	○	○	○
An increased international visibility of national cultural goods and services	○	○	○	○	○
An equilibrium between the national and foreign cultural content offer	○	○	○	○	○

Please feel free to comment briefly on your views of the transformations induced by the new information and communication technologies (ICT) on the cultural offer in your country:

What are the most important impacts of new technologies, and in particular the Internet, on the specific cultural sector you represent in your country?

(Please choose three answers in the following list and rank them in order of importance: 1 = most important, 3 = least important)

☐ An increased access to a wide variety of digital cultural goods and services.
☐ A concentration of supply and a consistent consumption of imported cultural goods and services.
☐ A restructuring of cultural industries with new players and new supply networks.
☐ The creation of new cultural business models related to the development of digital technologies.
☐ An increase in the free sharing of digital cultural content.

CULTURAL POLICIES IN CONNECTION WITH THE DIGITAL ERA

Have the political authorities responsible for culture in your country taken any measures or adopted cultural policies integrating digital technologies?

○ Yes
○ No
○ Don't know

If you answered yes to the previous question, please identify one or more examples of a concrete measure that was taken in this sense:

☐ Support for artists and creators of digital cultural goods and services (creation phase).
☐ Development of mechanisms to support the production of digital cultural goods and services (production phase).
☐ Promotion of mechanisms for the distribution of cultural goods and services (distribution phase).
☐ Promotion of a balanced access to domestic and foreign digital cultural contents (consumption phase).
☐ Other

If you answered "other" in the previous question, please name the cultural policy you wish to cite in example:

On a scale of 1 to 5, please rate your level of satisfaction with the national cultural politicies in your country, taking into account the specific needs and expectations you have in the digital era:

○ 1 = Totallied satisfied
○ 2 = Partially satisfied
○ 3 = Neutral
○ 4 = Partially disatisfied
○ 5 = Totally disatisfied

Is there a national digital strategy in place in your country?

○ Yes
○ No
○ Do not know

If you answered yes in the previous question, please specify the name or title of this strategy.

Does this national strategy specifically mention:

☐ a) Culture
☐ b) The diversity of cultural expressions
☐ c) The 2005 UNESCO Convention
☐ d) None of these
☐ e) Do not know

If no such digital strategy exists, are efforts underway to develop one specifically for the field of culture?

○ Yes
○ No
○ Do not know

Taking into account your digital environment, what do you recommend for the PROTECTION of the diversity of cultural expressions in your country?

(Please choose three answers in the following list and rank them in order of importance: 1 = most important, 3 = least important)

☐ a) Guaranteeing a better share of income gained on digital networks to answer the financial needs of artists and content creators.

☐ b) Adopt regulation to insure that Internet service providers (ISPs) contribute to funds dedicated to local productions.

☐ c) Promote access to new digital broadcasting platforms to better export and promote the diversity of cultural expressions.

☐ d) Adapt the concept of cultural exception to meet the challenges of the digital age and ensure access to local cultural goods and services, specifically in the context of the domination of Web giants.

☐ e) Better manage the development and distribution of legal digital cultural goods and services to reduce piracy.

☐ f) Provide grants and subsidies to support artists and cultural professionals in the new context of digital technologies.

Other (please specify)

Taking into account your digital environment, what do you recommend for the PROMOTION of the diversity of cultural expressions in your country?

(Please choose three answers in the following list and rank them in order of importance: 1 = most important, 3 = least important)

☐ a) Adopt policies to support the creation of digital platforms that will improve online access to cultural goods and services.

☐ b) Establish tax incentives to encourage the creation/production of digital cultural goods and services.

☐ c) Develop digital strategies to increase public awareness of the local and global cultural offer.

☐ f) Strengthen the capacity of artists and cultural professionals to use digital tools/platforms/media, and promote increased sharing of ICT best practices.

☐ d) Establish policies to better showcase local cultural content.

☐ e) Strengthen advocacy for the diversity of cultural expressions by building on existing structures and networks, including civil society groups.

Other (please specify any other measure that should be in the list)

INTERNATIONAL COOPERATION AND THE DIVERSITY OF CULTURAL EXPRESSIONS IN THE DIGITAL AGE

What is your assessment of the cooperation (bilateral, regional, multilateral) between the various international bodies in the implementation of the 2005 UNESCO Convention in the digital age?

○ a) Strong (collaboration, synergy and concerted actions, several co-produced initiatives)
○ b) Medium (shared vision, but ad hoc collaboration)
○ c) Low (few consultations, isolated actions, lack of coordination, contradictory perception of the meaning of "diversity of cultural expressions")
○ d) Do not know

With what other international organization should UNESCO increase its cooperation to facilitate the PRODUCTION and DISTRIBUTION of digital cultural goods and services, particularly in developing countries?

○ ITU (International Telecommunication Union)
○ OIF (Organisation internationale de la Francophonie)
○ WIPO (World Intellectual Property Organization)
○ World Bank
○ WTO (World Trade Organization)
○ Offices / bodies of the UN (UNDP/ UNCTAD/ECOSOC/ ...)
○ Other (ex : OECD, European Commission, Internet Society/ISOC, Internet Corporation for Assigned Names and Numbers/ICANN,...)

If you answered "other", please specify the name of the organization:

With what other international organization should UNESCO increase its cooperation to facilitate the ACCESS and CONSUMPTION of digital cultural goods and services, particularly in developing countries?

○ a) ITU (International Telecommunication Union)
○ b) OIF (Organisation internationale de la Francophonie)
○ c) WIPO (World Intellectual Property Organization)
○ d) World Bank
○ e) WTO (World Trade Organization)
○ f) Office / organs of the UN (UNDP/ UNCTAD/ECOSOC/ ...)
○ g) Other (ex : OECD, European Commission, Internet Society/ISOC, Internet Corporation for Assigned Names and Numbers/ICANN,...)

If you answered "other", please specify the name of the organization:

Which of the following aspects of international cooperation should be considered a priority?

(Please choose three answers in the following list and rank them in order of importance: 1 = most important, 3 = least important)

- [ ] a) Technical Assistance (technology transfer, transfer of expertise, training and capacity building,...).
- [ ] b) Financial assistance based on flexible selection criteria that take into account the specific context of the recipient countries.
- [ ] c) A better articulation between cultural and trade concerns (ie. cultural and trade agreements) in the digital age.
- [ ] d) Adapt existing funding mechanisms (such as the International Fund for Cultural Diversity) to prioritize cultural projects related to digital content.
- [ ] e) Sharing knowledge online (platform/ database) and centralizing information on partnerships and cultural policies.
- [ ] f) Strengthening the role of civil society and its participation at UNESCO.

Other (please specify)

NEW TECHNOLOGIES AND THE DIVERSITY OF CULTURAL EXPRESSIONS

in your opinion, what are the factors hindering the integration of digital technology in the development or implementation of cultural policies?

(Please choose three answers in the following list and rank them in order of importance: 1 = most important, 3 = least important)

- ☐ Lack of infrastructure and telecommunications networks.
- ☐ Lack of a digital strategy for culture.
- ☐ Decision-makers' lack of a long-term vision for cultural policies in the digital era.
- ☐ Lack of a legislative and regulatory framework relating to cultural goods and services in the digital era.
- ☐ Poor economic conditions for investment in cultural goods and services in the digital era.

In your opinion, what impact would the following policies have on the diversity of cultural expressions?

	Negative	Neutral	Positive
Policies to increase access to digital infrastructure and equipement.	○	○	○
Policies to promote the production, digitization and dissemination of local cultural content online.	○	○	○
Policies to encourage the development and consumption of innovative digital cultural services.	○	○	○
Policies that favor the training and capacity building of cultural actors in digital technologies.	○	○	○

With respect to the last question, please describe briefly a measure, initiative or project that you consider being a "best practice" linking cultural goods and services to new technologies.

In your opinion, what digital practices are most likely to promote and protect the diversity of cultural expressions in the years to come?

(Please choose three answers in the following list and rank them in order of importance: 1 = most important, 3 = least important)

- [ ] Publication and online consultation of cultural and artistic content (cultural calendar, directory of cultural sites or associations, ...).
- [ ] Multimedia or digitized creation (computer-assisted, virtual design, ...).
- [ ] Downloading or streaming music/books/movies/software.
- [ ] Visits to virtual museums or libraries.
- [ ] Online games or networking.
- [ ] Viewing videos / TV online.
- [ ] Listening to radio broadcasts online.
- [ ] Exchanges through dating sites, forums, social media, cultural networking.
- [ ] Production and online consultation of relevant and reliable statistics on cultural industries.

Other (please specidy)

Conclusion

The results of the study will be available in early 2015. Thank you for your participation.

Politique de confidentialité

Please note that your personal information will not be disclosed in the final study and is only used to facilitate data analysis.