

## **Business and policy solutions: Emerging issues and implications**

*A) Content creation Building the right  
environment for innovation*

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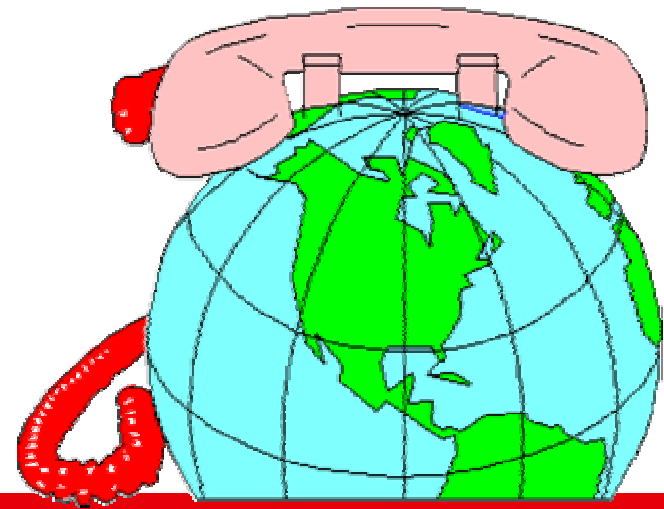


# Convergence and the challenge to create the right environment for content creation

**Mark Esseboom**  
**Ministry of Economic Affairs**  
**The Netherlands**

## Trends that changed our world

- Convergence as main trend
- End -to - end communication
- Society changes



# The right environment, where should the government help?



# Choices in the Netherlands

- Improve the financial conditions for creative businesses
- Focus on synergy and cooperation between companies, knowledge institutes and government: *Creative Challenge Call*
- Improve conditions for IPR, *creative commons*
- Intensify internationalisation
- Entrepreneurship and cultural management

# Some good examples

