



WSIS+20 Review Action Lines Milestones, Challenges and Emerging Trends beyond 2025

**C8 Cultural and Linguistic Diversity, and Local Content
Promotion**

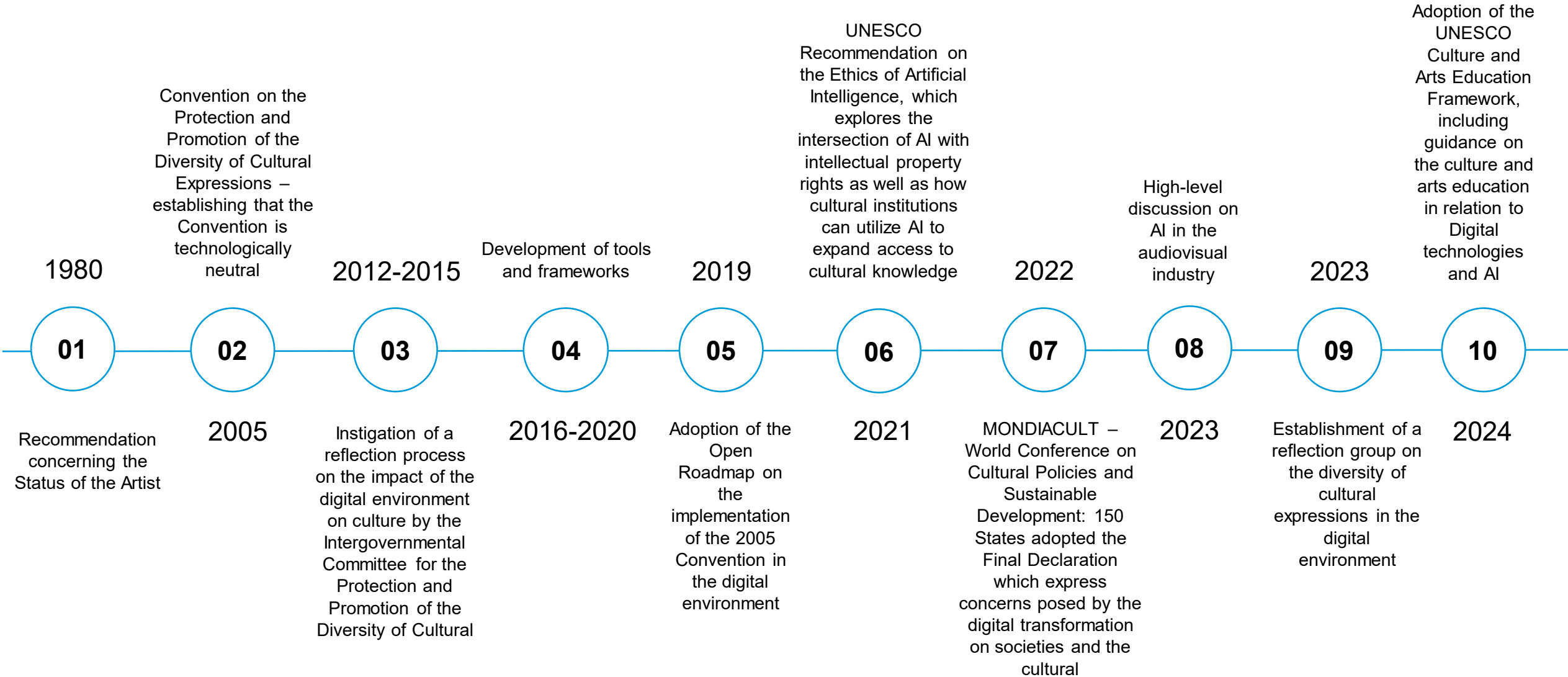
The Evolution of Context

- The integration of digital technologies into society has profoundly altered the way cultural expressions are created, produced, distributed, and consumed. The lightning speed at which technologies are developing far outpaces the amount of time policy-makers need to respond to such challenges, posing a threat to cultural diversity.
- There is a marked imbalance as regards the presence of linguistic diversity of cultural content in the digital environment whether cultural content in original minority, local, sign language or indigenous languages as well subtitled, dubbed, or translated content into those languages.
- The means of creating, producing, distributing, accessing, and exchanging cultural goods and services have greatly increased amidst the rapid development of digital technologies, posing challenges with regards to discoverability, i.e. international content (from culturally dominant countries) is more visible and national and local content from countries with small cultural markets is becoming less discoverable.

The Evolution of Context

- The emergence of new actors between the creators of cultural content (and traditional operators), on the one hand, and the recipient on the other, calls for a rethinking of the value chain. The main challenge is therefore to create a balanced market, ensuring transparency to guarantee the creation of a safer online environment for individuals and businesses using digital technologies, as well as the protection of fundamental rights in cyberspace, particularly cultural rights.
- With the rise of artificial intelligence, there has never been a technology that has reshaped the creative landscape so quickly and drastically. The advent of generative AI has brought considerable changes across all cultural and creative industries, including books, music, film, visual arts, and video games, among many others. This impact raises significant questions regarding the sustainability of the cultural value chain, market concentration in the hands of large tech companies, and other serious challenges.

Key Milestones: 20 years of Achievements



Challenges in implementing the Action Line

- **Support for digital transformation:** Ensuring that cultural and creative sectors can effectively adopt and benefit from digital advancements while maintaining the integrity and authenticity of cultural expressions.
- **Applications of artificial intelligence to culture and the cultural and creative industries:** Balancing the innovative potential of AI with the need to protect cultural heritage, creativity, and ethical considerations in the cultural sector.
- **Impact of regulating digital platforms:** Addressing the complexities of creating fair and effective regulations for digital platforms that impact cultural content distribution, while protecting artistic freedom and cultural diversity.
- **Access to cultural expressions:** Overcoming barriers to equitable access to diverse cultural expressions in the digital space, ensuring that all communities can participate and benefit from cultural expressions.
- **Discoverability of national and local cultural content:** Enhancing the visibility and discoverability of national and local cultural content in a global digital landscape dominated by major platforms and international content.
- **Status of artists in the digital environment:** Addressing the evolving status of artists within the digital environment, ensuring fair compensation, protection of intellectual property, and support for creative and artistic expressions.

Trends and Opportunities Beyond 2025

Trends

- **Supporting the digital transformation of cultural institutions:** measures supporting the digital transformation of cultural institutions and the digitization of cultural heritage
- **Strengthening digital skills and resources:** measures enabling cultural and creative actors to connect and benefit from digital skills and resources, including support and funding for digital content and capacity-building programmes.
- **Protecting the remuneration of artists and creators:** measures to guarantee fair remuneration for online content as part of a broader movement to ensure that technology companies adequately compensate creators for content shared on their platforms.
- **Promoting the diversity of digital cultural content through taxation:** measures to impose tax obligations on digital platforms in order to finance national funds for the creation, distribution and production of cultural content or reduced value added tax to electronic books and publications.
- **Discoverability of online content:** online cultural uses are evolving more rapidly than the rate at which policies are adapting to protect and promote the diversity of cultural expressions.
- **Recommendation data and algorithms:** measures to promote greater transparency in the use of algorithms non-specific to the creative sector.

Trends and Opportunities Beyond 2025

Opportunities

- **The promotion of linguistic diversity of cultural content** through the stimulation of policies to promote the linguistic diversity of cultural content, taking advantage of the opportunities offered by digital technologies to enhance the linguistic diversity of cultural content and taking into account the various issues relating to the use of AI systems to subtitle, translate or dub cultural content
- **The discoverability of national and local cultural content on digital platforms:** improving the online offering and increasing the diversity of sources for presenting and widely diffusing original national and local cultural content available on digital platforms, reducing technological and linguistic biases and discrimination by improving automated recommendation systems and the explainability of their results and the provision and effective exploitation of descriptive metadata and usage data to improve practices, public policies, and cultural/digital strategies for discoverability
- **The importance of greater and meaningful transparency on digital platforms regarding cultural issues, notably artistic freedom:** transparency on the content used and AI, transparency and fair pay, transparency and content moderation, transparency and content recommendation
- **The impact of artificial intelligence on the cultural and creative industries and opportunities:** policies addressing the condition of artists in the AI era, risks to the cultural market and survival of creative industries, and implementation of the UNESCO Recommendation on the Ethics of AI in cultural sectors