



*Brussels, 12<sup>th</sup> September 2014*

## **European creative and media sectors welcome President-elect Juncker's proposed College of Commissioners**

The Creative and Media Business Alliance (CMBA), representing some of Europe's top media and creative businesses and industry associations would like to congratulate President-elect Juncker and the new European Commission which will have as one of its key tasks innovation and competitiveness of the European digital market. We believe it is an important step towards better coordination and understanding of the on-going discussions and joint efforts at the EU level to foster creativity and innovation, growth and employment in the Information Society today.

CMBA wishes to congratulate in particular **Mr Andrus Ansip** for his nomination to the post of Vice-President steering a team of Commissioners for the Digital Single Market; and **Mr Günther Oettinger**, for his nomination to the key portfolio for the Digital Economy and Society.

CMBA represents sectors that are frontrunners of the digital transformation and vital contributors to the European knowledge economy. Our industries are investing in, producing and disseminating creative professional content that informs, educates and entertains Europe's citizens. They provide the information we need to make democracy work, build bridges and enrich lives.

We are looking forward to working with the new highly qualified team in making Europe the Global Hub for Creativity, the right place to invest, to innovate and to create.

**ABOUT CMBA:** the Creative and Media Business Alliance (CMBA) is an informal grouping that gathers some of Europe’s top media and creative businesses and industry associations. It was launched in November 2004 to give the sector a strong and united voice at the level of the European Union. The sectors represented by the CMBA are more than a mere driver for technology development or an “added value” to the European Digital Agenda. They lie at the heart of the digital society.

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