



# European Film Policies in EU and International Law: Culture and Trade - Marriage or Misalliance?

*Anna Herold*

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This book presents, in a comprehensive fashion, European film policies in the context of both EU and international law. It relies on a broad survey of national and EU film policy measures; EU practice in the areas of state aid, antitrust, and merger law with respect to the sector; and the application of international trade law to film policy instruments. These three different bodies of law are systematically analyzed to assess how cultural policy considerations underlying film policy can be married to market forces. The EU experience is studied in depth, as the book argues that it can effectively serve as a model to reconcile these sometimes conflicting goals in the global trade arena. This justifies the attention paid to the way in which cultural objectives of film policies are accommodated within the EU competition law framework. The book contributes valuably to the current debate on cultural diversity and free trade by providing a more harmonious, if not a symbiotic, vision of this relationship.

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