

Dear Madams and Sirs,

concerning the Reflection Paper "Creative Content in a European Digital Single Market" we would like to suggest to you the following approach, which may induce good results at comparatively low costs to develop the online content markets in the EU.

The suggestion covers the announcement of an open two step `idea / workable concept competition´. In the first step the Commission would invite to an open competition for the best ideas. By limiting the ideas only by length (e.g. five pages), you could receive hundreds of entries at short notice and within a short time span (e.g. three months), and really everybody could participate. The brevity of the entries would allow to review them within reasonable financial limits. The best ideas should be rewarded.

In a second step, the winners of the first round should get the chance to develop their ideas within a limited time (e.g. six months) further to a workable concept. It will be good, if they get sufficient funds for this. They could get an insight into the other competing ideas. Critical remarks about their original entries would be helpful, too. The final concepts would be evaluated and again, the best would be rewarded.

This proposal could be a way to receive a broad range of ideas within a limited time. For scientists or other experts it´s much more interesting to participate in an open contest than to send ideas without any chance of reward or appreciation.

With kind regards,

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