

Digital Platform Government in the Promotion of Brazilian Audiovisual Content

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Abstract. The paper presents the Brazilian Public Audiovisual Content Platform, an initiative by the Ministry of Culture that aims to democratize access to national audiovisual content, with a focus on cultural inclusion and diversity. The platform complies with Law 13.006/2014, which mandates the screening of national films in schools and adopts the principles of Digital Government as established by Law 14.129/2021, prioritizing citizen-centricity, social participation, interoperability, and integration with other public services. The study employed an exploratory evaluation, supported by a qualitative approach, for collecting and analyzing primary data. The research methodology incorporated document analysis, pilot testing, and representative groups from the platform's user base. Data collection initially involved reviewing official documents, including the Work Plan approved by the Ministry of Culture, compliance reports, public policy documents, and legislation related to Digital Government. The analysis highlights technological challenges such as data security and accessibility, as well as the need to reduce digital exclusion. It concludes that the platform represents progress toward building a more inclusive and transparent digital government, with the potential to inform future public policies in the cultural and digital domains.

Keywords. Digital Platform Government; Brazilian Audiovisual Content; fairness, democratization

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1. Introduction

Democratizing access to culture is a historic challenge in countries with significant social, cultural, and regional diversity, such as Brazil. Inequality in access to cultural goods is exacerbated by economic, geographical, and technological barriers, limiting the ability of millions of citizens to participate in and enjoy cultural expressions

[13]. Cultural democratization policies play a crucial role in expanding the distribution of cultural goods and increasing access to cultural institutions and public spaces [4].

Culture is a crucial structural component for the development of society and its subsequent social transformation [12]. Brazil's Federal Constitution of 1988 establishes that the State must guarantee the whole exercise of cultural rights, facilitate access to sources of national culture, and promote the appreciation and dissemination of cultural expressions [2]. In this sense, cultural policies play a strategic role in ensuring social inclusion and cultural citizenship, promoting diversity of expression, and encouraging access to cultural productions across multiple platforms [12].

In this context, the Brazilian Ministry of Culture (MinC) proposes the development of a Public Platform for Brazilian Audiovisual Content as a strategy to democratize access to national audiovisual production and promote cultural inclusion through diverse audiovisual content, representing different languages, formats, and aesthetics, with special attention to issues of gender, race, and accessibility. The platform is also targeted at schools to comply with Law 13.006/2014, which requires the screening of nationally produced films in elementary and secondary education schools, as well as the use of non-commercial cultural dissemination spaces.

The platform is under development through a partnership between the Secretariat of Audiovisual of the Ministry of Culture (SAV/MinC) and the Center for Excellence in Social Technologies (NEES), linked to the Institute of Computing (IC) of the Federal University of Alagoas (UFAL) through a consultancy hired by the Organization of Ibero-American States (OEI) [10]. This collaboration enabled the development of a digital platform that not only meets the needs of public access to Brazilian audiovisual content but also incorporates the guidelines and principles of the Digital Platform Government.

This article proposes a public platform aligned with the principles of the Digital Platform Government, aiming to promote the democratization of Brazilian audiovisual content. To this end, it seeks to fulfill three specific objectives: (1) examine citizen-centricity and user experience; (2) discuss social participation and collaboration; and (3) identify possibilities for interoperability and integration with other services.

From a theoretical standpoint, it is essential to emphasize that, within the Brazilian context, a significant gap exists regarding unequal access to culture as a historical challenge. In this regard, investigating how digital platforms can foster cultural inclusion contributes to understanding how digital public policies can directly impact the democratization of cultural access, a key issue in theories addressing social justice, equal access, and digital inclusion. In terms of the challenges to be addressed, the platform-based governance model can foster practices of public collaboration, transparency, and social inclusion in a country with continental dimensions and significant social inequalities.

Concerning practical implications, the research proposes a discussion on democratizing access to governmental digital platforms as an effective means to overcome historical challenges related to the unequal distribution of cultural goods. Furthermore, the research could serve as a reference for other digital governance initiatives that seek to promote inclusion and equity in access to culture, particularly in terms of accessibility needs and the integration of cultural content, while also promoting transparency, collaboration, and interoperability in the face of digital fragmentation, as well as challenges related to data security and universal internet access.

The article's structure is as follows: The following section contextualizes the concept of Digital Platform Government, highlighting its main characteristics and fundamental role in cultural democratization and digital inclusion. The following is the research methodology. Next, the results and discussion are presented, focusing on specific objectives. Finally, the platform's contributions to strengthening cultural inclusion and digital governance are discussed, highlighting technological challenges and offering support for improving public policies and future strategies that aim to expand access to culture in the digital environment.

2. Background

Public administration needs a solid structure to guarantee the adequate provision of public services. In an increasingly connected society, it is essential to develop mechanisms that optimize public management and align government action with the emerging demands of the digital world [6]. With the advancement of Information and Communication Technologies (ICTs), governments around the world have adopted digital solutions to improve service delivery and facilitate interaction with their societies.

Just as in the private sector, the modernization of public administration seeks to establish a new paradigm of action, making processes more agile, less bureaucratic, and citizen-oriented. The creation of digital government platforms has been a key driver of this transformation, providing greater accessibility and efficiency in public management. In this context, the concept of Digital Government has emerged, an approach that aims to integrate technological solutions into state administration, promoting the interoperability of systems, the centralization of services, and

citizen participation [5].

The digitization of public services not only makes it possible to expand access to cultural goods but also to promote more inclusive and transparent management. In the cultural field, the application of these principles has made it possible to create initiatives such as the Public Platform for Brazilian Audiovisual Content, which seeks to facilitate access to national audiovisual production and promote cultural diversity through an accessible and interoperable technological solution. In this way, the adoption of digital platforms in government cultural management represents a significant advance in democratizing culture and ensuring fair access to Brazilian audiovisual content nationwide.

2.1 Digital Platform Government

The Digital Platform Government is an innovative model that cuts red tape in administrative processes and modernizes public services through the intensive use of digital technologies. The model emphasizes process innovation, operates as a public-private partnership, and encourages stakeholder participation. It also leverages innovative technologies and ensures transparency in managing public data [5, 11].

The core values of this model include efficiency, accountability, fairness, participation, collaboration, transparency, reducing the digital divide, and promoting digital equity. Its structure varies according to the government's objectives and role, and it is adaptable to different institutional and technological contexts. The literature already proposes various types of digital platforms and explores and applies them in multiple areas of the public sector [6].

In Brazil, Law No. 14.129/2021 (Digital Government Law) formalizes the digital modification of Public Administration, expanding citizen participation and encouraging innovation in public services. The legislation establishes essential guidelines for building digital platforms that guarantee accessibility, security, transparency, and interoperability between government systems [5].

In this way, the Digital Platform Government shows excellent potential in modernizing and expanding access to cultural goods. By integrating these principles into initiatives like the Public Platform for Brazilian Audiovisual Content, the goal is to ensure the democratization of access to digital culture, allowing citizens not only to consume but also to participate in cultural and audiovisual production actively. To this end, it must maintain as its central axes: (1) the satisfaction of a growing set of demands from society; (2) the openness and transparency of data; (3) the wide distribution of services; (4) the use of clear and accessible language as a way of communicating and getting closer to citizens; (5) the prioritization of public services in digital format; (6) the guarantee of security and privacy of citizens' sensitive data; (7) the promotion of social participation. In short, the Digital Government must act as an open and inclusive platform focused on the country's socioeconomic development and technological advancement, intending to continuously expand and optimize the quality and reach of public services [6].

2.2 Inclusion and Cultural Democracy

Equal access to and participation in cultural life have gained prominence in national and international discussions. Guaranteeing the active involvement of civil society acts as a catalyst for social inclusion [15]. Social inclusion is the active participation of civil society based on respect for cultural plurality and the value of individual diversity [7].

This emphasis on equal access and cultural participation fosters social inclusion and underpins true cultural democracy. In this scenario, the creation and circulation of cultural goods must be accompanied by a guarantee of their accessibility to diverse audiences, ensuring that inclusion becomes a central principle throughout the cultural process [14].

In recent decades, democratic societies have gradually promoted inclusion as a universal right, guaranteeing access for all to various social spaces. In Brazil, this movement gained momentum after the 1988 Federal Constitution, which established legal and regulatory provisions to ensure accessibility, especially in leisure and cultural areas. Although still in the early stages, cinemas, theaters, museums, parks, and other venues have been designed or adapted to meet the needs of people with disabilities, reducing obstacles and promoting their full participation in cultural and social activities [7]. This progress represents a continuous effort to ensure social inclusion and equal access to essential spaces for human and cultural development.

In short, education, culture, and leisure play crucial roles as structured spaces that have a fundamental power to mediate social inclusion, not just for people with disabilities but for all individuals [7]. In this scenario, digital transformation has created new opportunities for cultural inclusion, allowing more people to access cultural goods through digital platforms. However, there are also challenges, such as the risk of digital exclusion, as well as the need for public policies that guarantee connectivity and full accessibility for all [14]. In this context, the development of a Public Platform for Brazilian Audiovisual Content represents a significant step forward in

promoting digital equity and cultural inclusion, making access to audiovisual productions more democratic and affordable.

3. Research Methodology

The results from the exploratory evaluation were consolidated with the support of a qualitative approach to collecting and analyzing primary data. The research was conducted using a combination of document analysis, pilot tests, and representative user groups on the platform.

Initially, data collection involved reviewing official documents, such as the Work Plan approved by the Ministry of Culture, as well as compliance reports, public policy documents, and legislation related to Digital Government (Law No. 14,129/2021).

In terms of the specific objectives of the pilot, these were outlined in both technical and political terms, namely: a) To extract data and reference indicators regarding the reception of the target audience and their experience with the use of the social technology, and; b) To technically test the performance, usability, accessibility, communicability, and load support.

The first phase of the pilot involved identifying the sample, creating a target audience list composed of 30 federal government employees selected by the Ministries of Culture, Education, Science and Technology, and Justice, as well as Secretaries linked to these entities. In the second phase, participants were encouraged to explore the platform autonomously, with 15 days of free access to independently experiment with its functionalities. In the final phase, focus groups were used to gather data on the audience's reception and experience with the technology, focusing on usability, accessibility, and other technical aspects such as performance and load support.

4. Results and Discussions

This section presents the results of this work by discussing the general and specific objectives.

4.1 Public Brazilian Audiovisual Content Platform

The platform is characterized by its principle of free and democratic access. It allows any individual, regardless of their location or socioeconomic status, to access a wide range of audiovisual materials, including short films, feature films, documentaries, animations, and video art.

The Public Platform for Brazilian Audiovisual Content aims to develop and launch a platform that will make audiovisual productions from Brazilian producers available. The platform offers an open and accessible digital space where filmmakers, TV and video directors, video artists, producers, students, enthusiasts, and the general public can share, watch, and explore a wide variety of national audiovisual content, such as fiction, nonfiction, information, entertainment, education, science, and the arts [9].

The platform is characterized by its principle of free and democratic access, allowing any individual, regardless of their location or socioeconomic status, to access a wide range of audiovisual materials, including short and feature films, documentaries, animations, and video art. Another fundamental aspect is the promotion of cultural and creative diversity in Brazilian audiovisuals, ensuring the representation of different languages, formats, and aesthetics, as well as the recognition of various social identities, with a focus on issues such as social class, gender, and ethnicity. The platform also seeks, based on equity, to ensure visibility for regional and local productions, offering a space for expression for young, independent creators and filmmakers, and encouraging the discovery of new talents and innovative projects [9].

4.2 Citizen Centricity and User Experience

Citizens' full adherence to Digital Platform Government models requires the creation of an infrastructure that goes beyond simple internet access to devices. Digital inclusion must follow measures that ensure digital literacy, accessibility, and data protection for citizens [6]. Given this, there is a need for detailed regulations that ensure concrete conditions for the realization of fundamental rights in the digital environment, considering the growing digital presence of the population [3]. Furthermore, the construction of a citizen-focused government involves creating an interoperable system for personal data, as recommended by Brazilian Law 14,129/2021 (Digital Government Law), aiming to ensure transparency and effectiveness in the use of government digital platforms [5].

Given this scenario, the Brazilian Public Audiovisual Content Platform adopts the principle of citizen-centricity, promoting an accessible, personalized, and intuitive digital experience. The platform's design prioritizes digital accessibility, providing audiovisual content adapted to different audiences. This platform includes three levels of adaptation: subtitles, descriptive subtitles, and interpretation in Brazilian Sign Language (Libras), ensuring that people with disabilities can fully enjoy the available content.

In addition to accessibility, the platform incorporates user experience personalization tools, allowing each individual to tailor their interaction to their needs and preferences, always in line with the best practices of leading content platforms on the market. Among the features offered are browsing history, personalized playlists, the selection of display preferences, and control over subtitles and audio, allowing users to create a digital environment that best suits their needs [5].

The platform's interface was designed with a focus on usability, ensuring an intuitive and fluid experience. Content organization facilitates navigation and allows users to find desired productions quickly. Responsive design ensures compatibility with different devices, increasing accessibility and convenience for different audiences [6].

Participants highlighted the positive aspects of the platform, commending its attractive and intuitive design, which makes navigation easy. Some points for improvement were identified regarding usability, such as difficulty navigating in full-screen mode and the need to refresh the page when entering an incorrect PIN, which made the initial experience confusing. Issues with filter navigation were also reported, with the suggestion to display the combination of active filters on the screen. Furthermore, the "Continue Watching" feature and "Top 10" options appearing on every page can be confusing, leading to the recommendation that they should be displayed only on the main page. Participants also pointed out challenges, such as difficulty locating films with audio descriptions and the lack of optional subtitles.

The platform undergoes continuous evaluations involving accessibility analyses, a review of functionalities and technical requirements, and pilot tests with representative groups of the target audience. These initiatives ensure that the service meets the population's actual demands and can continually evolve to promote a genuinely inclusive and efficient digital experience.

4.3 Participation and Social Collaboration

The digital governance policy in Brazil is based on principles that aim to enhance the provision of public services and strengthen citizen participation. Among these principles, the following stand out: centrality in societal needs, ensuring that government actions and services effectively meet the population's demands; transparency and open data, promoting access to information and social oversight; infrastructure and service capacity sharing among different governmental bodies; and process simplification to facilitate public access to government services. Additionally, the policy prioritizes digital service delivery, ensuring the security and privacy of citizens' data. Social participation is also established as a central pillar, promoting government as an open platform dedicated to technological and socio-economic development, with continuous investments in innovation to improve public administration [8].

To promote social participation and collaboration in developing the Public Platform for Brazilian Audiovisual Content, the Ministry of Culture launched a public call for selecting audiovisual content to be licensed and added to the platform's catalog. This initiative aims to integrate more than 400 completed audiovisual works, allow for their public exhibition, and expand access to national audiovisual production [1]. It also aims to ensure greater diversity and representation, including productions from different regions of the country and independent filmmakers.

Implementing pilot tests during the platform's development is a crucial aspect of enhancing social participation. These tests evaluate the user experience, identifying challenges and opportunities for improving navigation and content accessibility. Collecting user feedback enables technical adjustments and refinements, promoting digital inclusion and ensuring that the platform is genuinely accessible and responsive to users' needs.

Moreover, the platform aims to encourage civil society engagement through participatory tools, including discussion forums, surveys, and collaborative spaces for suggestions and improvements. These functionalities contribute to creating a dynamic and inclusive environment where users can not only consume content but also actively participate in curating and continuously developing it.

4.4 Interoperability and Integration with Other Services

Government digital platforms offer both structural and operational advantages, making them essential for modernizing public administration. Among these advantages, their modularity, adaptability, and scalability are particularly notable. These aspects allow the services provided to evolve as new social and technological demands emerge. Additionally, interoperability between different government systems is a crucial factor in ensuring efficiency and service centralization in a unified, accessible, and secure environment.

The use of open-source software, open standards, and accessible data facilitates interoperability between platforms. This approach makes information exchange between public entities easier and promotes transparency in the sharing of data. It also enhances digital security by allowing different services to integrate modern

technological solutions, such as blockchain, to ensure the authenticity and protection of governmental records and information [11].

Interoperability is a key aspect of the Public Platform for Brazilian Audiovisual Content. In addition to offering public and free audiovisual content streaming functionality, the platform provides a centralized space for promoting the national audiovisual sector. This space aggregates multiple sources of information, including other streaming platforms (both public and private), cinema programming, film criticism, research portals, and initiatives focused on the relationship between cinema and education, offering courses related to national audiovisual production. This integration seeks to connect the various stakeholders in the audiovisual production chain, increasing their visibility and fostering a supportive environment for national culture.

Preliminary analysis indicates that the platform has been designed to integrate with other government digital initiatives, such as citizen identification systems and cultural databases. This interoperability enables the creation of a broader digital ecosystem where audiovisual services can be accessed in an integrated manner with other cultural and educational public policies. For instance, integration with school databases and administrators can provide restricted access to educational institutions for audiovisual content. In this way, the platform's reach is expanded, promoting digital inclusion and encouraging the population's access to Brazilian audiovisual content.

Thus, the interoperability of the Public Platform for Brazilian Audiovisual Content reinforces the commitment to a digital government that is efficient, secure, and accessible. It ensures that citizens can benefit from integrated, personalized services that meet their cultural and educational needs.

5. Final Considerations

The study demonstrates that the Public Platform for Brazilian Audiovisual Content, run by the Ministry of Culture, is an initiative aligned with the principles of the Digital Platform Government, centralizing access to national audiovisual content and promoting inclusion and cultural democratization. The analysis highlights how the platform strengthens citizen participation, data governance, and interoperability with other public policies and government initiatives focused on the creative economy. However, significant challenges remain, such as ensuring universal accessibility, data security and privacy, and financial sustainability, which are essential for its consolidation and effectiveness.

The technological and cultural challenges in implementing the platform encompass multiple dimensions. From a technological perspective, issues such as interoperability between government systems, integration with cultural databases, scalability, accessibility, connectivity, and the ability to process large volumes of data are fundamental aspects to ensure an efficient and secure service. The use of open standards, free software, and secure protocols can enhance the user experience and provide a safe and accessible digital environment for all.

From a cultural perspective, the platform must reflect the diversity of the Brazilian audiovisual landscape, encompassing productions from different regions, genres, contexts, and social groups. This requires policies that encourage national production, content curation that represents diverse identities, and accessibility strategies to ensure that people with disabilities can fully enjoy the provided content. Furthermore, digital exclusion remains a challenge, limiting the access of vulnerable populations due to infrastructural, cognitive, and socioeconomic barriers. Investments in digital literacy and expanding connectivity are crucial to mitigating this problem.

Digital exclusion in Brazil manifests in different ways, including instrumental exclusion, resulting from the lack of technological devices; infrastructural exclusion, due to limited connectivity in remote areas caused by the lack of cabling, signal, or internet transmission; cognitive exclusion, related to difficulties in understanding and using digital technologies; and institutional exclusion, when the lack of access prevents citizens from knowing or exercising their rights.

Finally, the platform's governance requires a transparent and participatory model that balances state regulation with collaboration from civil society and the productive sector, ensuring a democratic space for the dissemination and appreciation of Brazilian audiovisual content. It is crucial to foster a culture of innovation, overcome challenges related to digital exclusion, and implement secure practices for managing citizens' data. These aspects are essential to guarantee accessibility, transparency, and security in the use of digital technologies, promoting a more inclusive and efficient digital governance. Future research could further examine the social and cultural impacts of the platform, evaluating its effectiveness in promoting digital inclusion and fostering cultural democratization.

Based on these results, it is recommended that the Brazilian government implement public policies to ensure accessibility and interoperability between various digital platforms, including those beyond cultural ones. This will enable services such as education, healthcare, and social assistance to be accessed in an integrated manner. Furthermore, it is essential to promote public policies that encourage the production of independent audiovisual content, expand fiscal incentives, and provide subsidies for producers and artists from various regions, while

establishing a sustainable financing model for digital cultural platforms. This can be achieved through the creation of public-private partnerships.

This study acknowledges its limitations, as it is based on an initial exploratory study that relies on documentary data. Additionally, the dependence on information from the platform's current development stage may not accurately reflect its final version, so complementary studies may be needed as its implementation progresses. Therefore, this research contributes to the debate on the digitalization of public cultural services, emphasizing the importance of participatory governance models and the strategic use of digital technologies to expand access and diversity in the production and distribution of audiovisual content.

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