



A Digital Single Market for Europe

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THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)



Tech

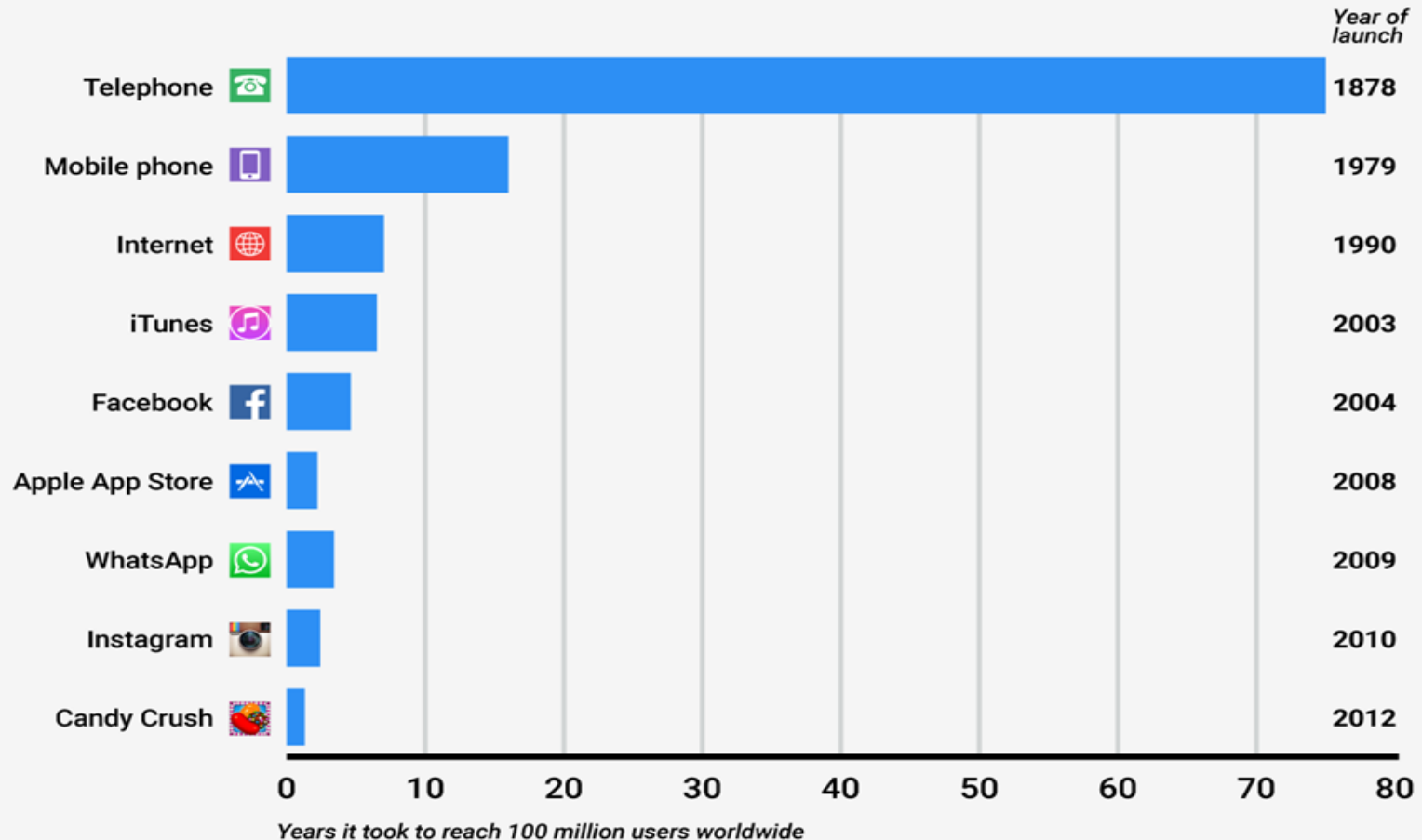


Other





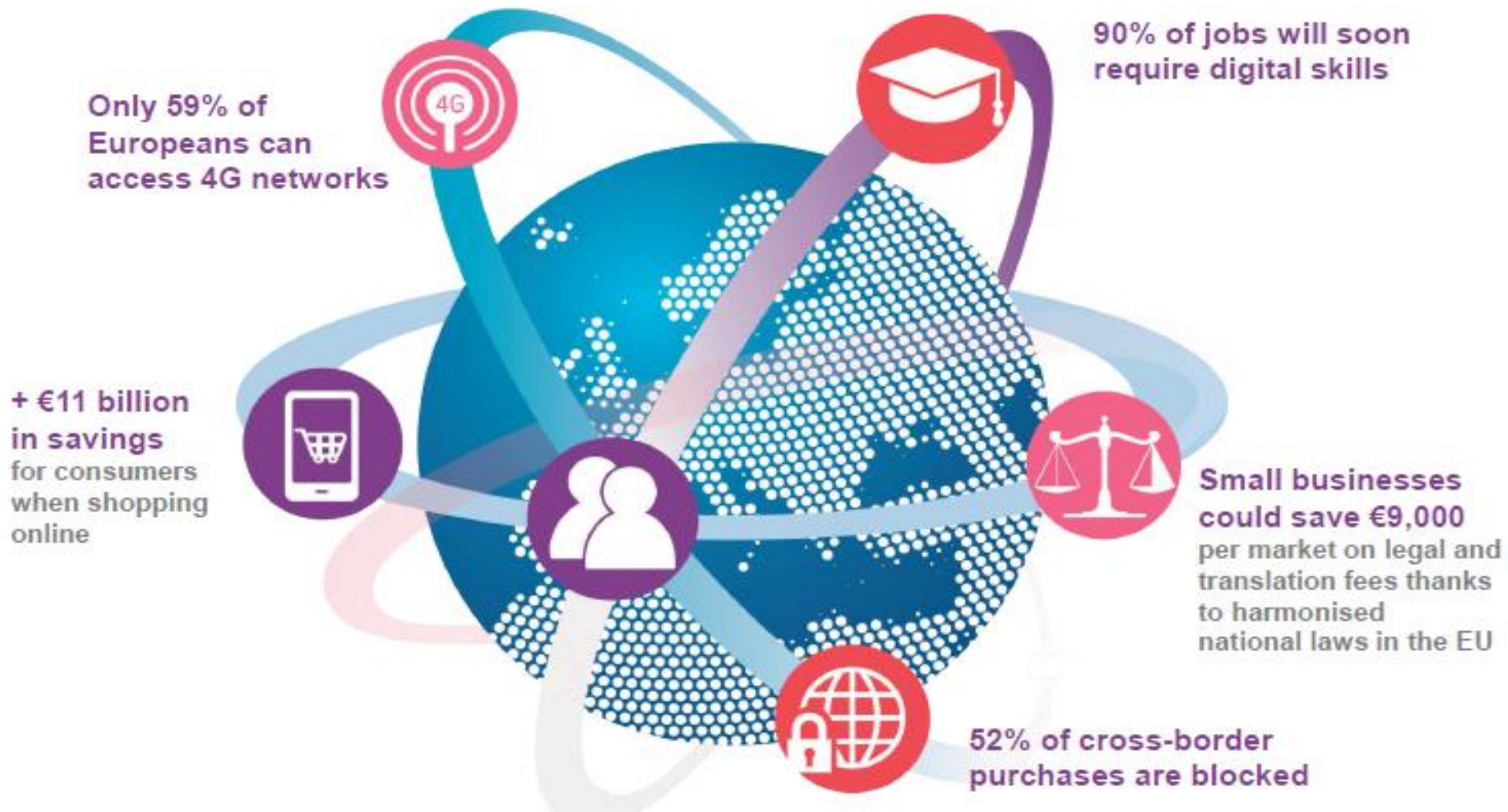
HOW MUCH TIME IT TOOK TO REACH 100 MILLION USERS WORLDWIDE



SOURCE: Boston Consulting Group ITU; Statista; BCG research; mobilephonehistory.co.uk; Scientific American, Internet Live Stats; iTunes; Fortune; OS X Daily; VentureBeat; Wired; Digital Quarterly; TechCrunch; AppMtr.com

BUSINESS INSIDER

WHY DO WE NEED A DIGITAL SINGLE MARKET?



Why a Digital Single Market Strategy?

Making better use of the opportunities offered by digital technologies

Digital has fundamentally changed entire economic sectors

National barriers prevent a true Single Market

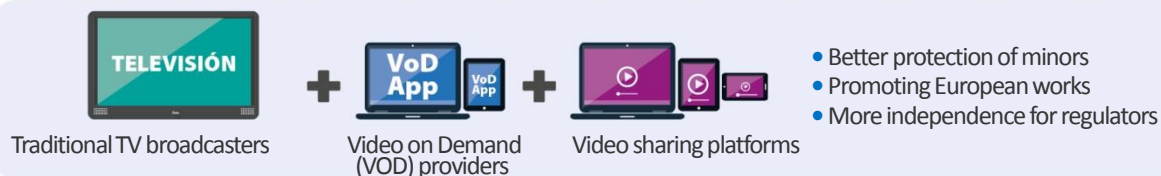
Legislation needs to keep up with markets

The EU needs a coordinated response to digital challenges and opportunities



Why?

For a better balance of rules



Context

Before



Average TV viewing time is **decreasing**.

Young people's TV viewing time has **dropped by 7.5%** and is **half** that of the average viewer

Now

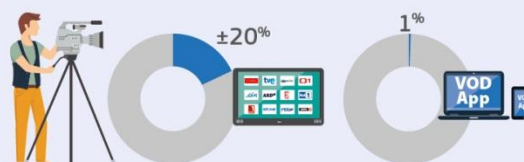


Videos on the Internet



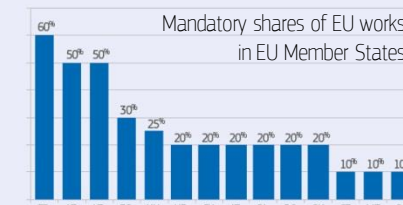
Internet video share in consumer internet traffic is **expected to increase** from **64%** in 2014 to **80%** by 2019

TV channels target more and more **foreign markets**



In 2013, **±20%** of broadcasters revenues was invested in **original programming** vs **1%** for **on-demand services**.

Industry faces **fragmented rules** on the share of European content across the EU



On average **31%** of VoD services available in one EU Member State are **established** in **another Member State**



Need for **more independence of regulators** from government & industry



1

Simplified rules on the Country of Origin

2

Less burden on broadcasters, protect most vulnerable

3

Promotion of European works

4

Prohibition of hate speech

5

Video-sharing platforms are included

Challenges



Dependence on big platforms

Illegal content

Switching from one platform to another may be difficult

Use of data

Transparency on commercial use of data

1

Comparable rules for comparable digital services

2

Obligation for online platforms to behave responsibly

3

Trust is a must: protection of consumers rights

4

Open markets for a data-driven economy

5

Fair and innovation-friendly business environment



- **53%** of Europeans **shop online** BUT only **16%** do it from **other EU-countries**
- **17%** of EU companies **sell online** BUT only **8%** do it **cross-border**



- For **10%** of Europeans who tried to buy online cross-border the **shop refused to deliver**

What is unjustified
geoblocking?

- Customers **not being able to buy products** and services from traders located in a **different Member State**
- Customers **discriminated** in accessing the best **prices, sales or payment conditions** compared to nationals or residents.

How to end unjustified
geoblocking?

- Non-discrimination in terms of **access to prices, sales or payment conditions**
 - Exception: objectively justified geoblocking for reasons such as VAT or certain public interest legal provisions
- **More legal certainty** and enforceability for products and services online or offline



SALES OF GOODS AND SERVICES

No justified geo-blocking for:

- Electronics, clothes, sportswear...
- Cloud & hosting services...
- Concert tickets, hotels, car rental...



ACCESS TO WEBSITES

Ban of blocking
Ban of automatic re-routing without consumer's consent

- ↳ By granting access to national websites, price transparency will increase



NON-DISCRIMINATION IN PAYMENTS

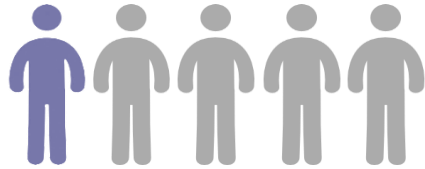
Traders can't provide different treatment if payment is:

- Paid through e-payment
- Customer authentication is required
- Paid in currency accepted by trader

- *The Regulation does **not** impose an **obligation** to deliver across the EU*



Access to content online across borders



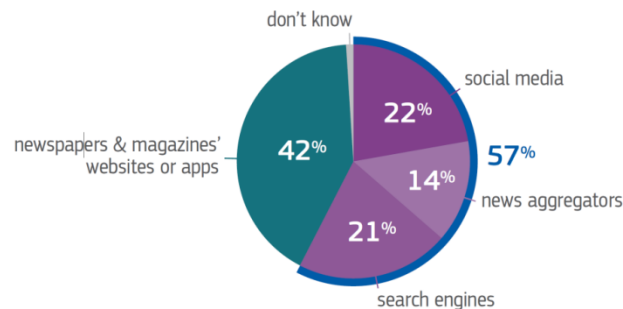
Almost 1 in 5 young internet users has tried to **access** services providing **content in another Member State**

Copyright in research, education and inclusion of disable people



Almost a quarter of **teachers** face **copyright-related restrictions** in their digital teaching activities

Online environment for creators and the press



Right holders benefit from these digital opportunities, but they find it **difficult to negotiate with online platforms.**



The new digital landscape will create **opportunities** for European creators as long as the rules offer **legal certainty and clarity to all players**



The Commission's proposal to modernise EU copyright rules

Promoting a fair, efficient and competitive European copyright-based economy in the Digital Single Market



1. Better choice and access to content online and across borders



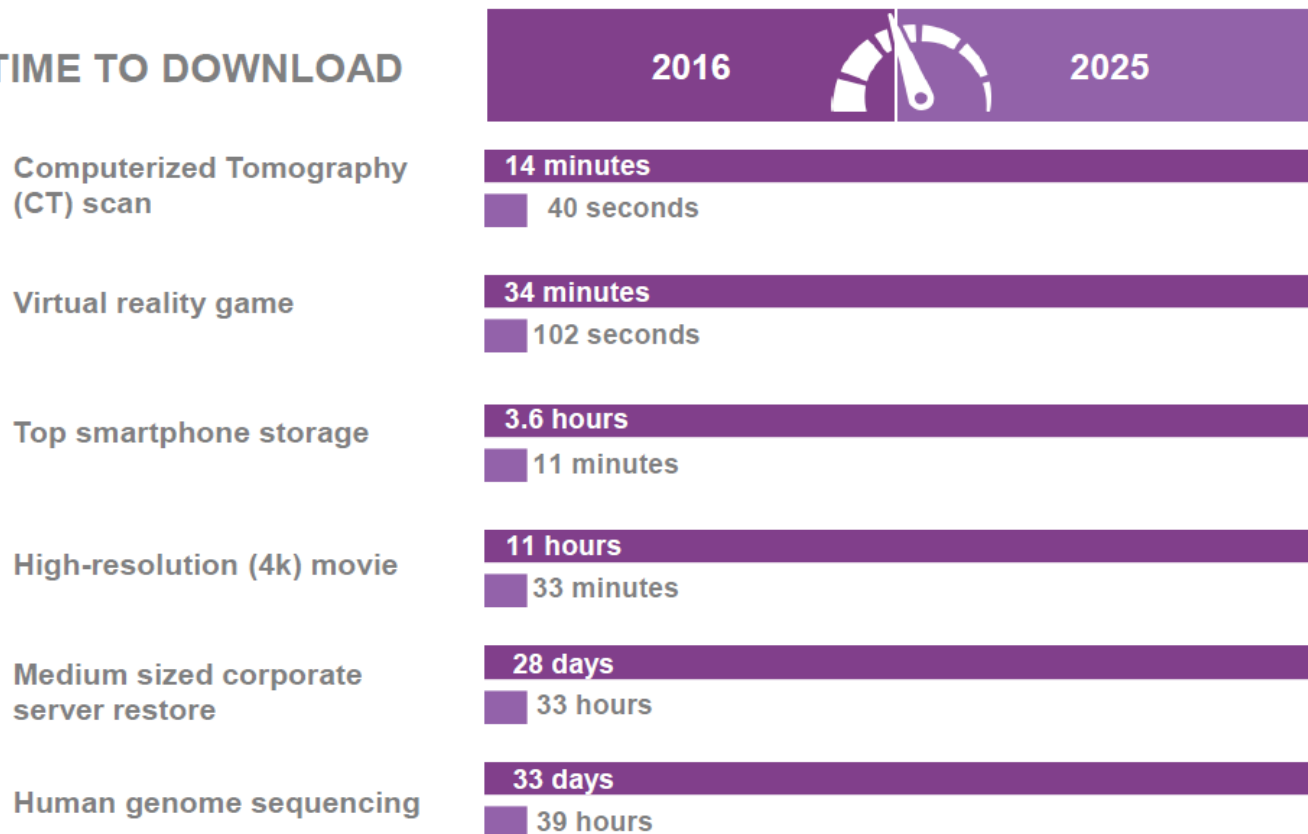
2. Improving copyright rules on research, education & inclusion of disabled people



3. A fairer and sustainable marketplace for creators and press

Improving connectivity for all Europeans

TIME TO DOWNLOAD



Connectivity for a European Gigabit Society

3 STRATEGIC CONNECTIVITY OBJECTIVES FOR 2025

1. **Gigabit connectivity** for main socio-economic drivers (e.g. schools, public service providers, digitally intensive enterprises)
2. **Uninterrupted 5G coverage** for all urban areas and major terrestrial transport paths (roads and railways)
3. **Access to upgradable connectivity of at least 100 Mbps** (download speed) for all European households (rural and urban)

TO BE MET BY 3 MAIN NEW MEASURES

- 
1. WiFi4EU
 2. An action plan for 5G
 3. A new European Electronic Communications Code and BEREC Regulation to help build future networks

Prepare for

IoT

Smart
Mobility

Smart
Cities

eHealth

1



Strengthen **cooperation** across Europe

- **Foster cooperation:** NIS cooperation, ENISA 2.0
- **Increasing education and training** to prevent and mitigate cyberattacks
- Increase preparedness to respond to cyber attacks

2



Support the single market for cybersecurity products & services in the EU

- Certification and labelling
- Scaling up cybersecurity investment in Europe and support SMEs

3



Contractual Public-Private Partnership

- New Cyber PPP expected to **trigger €1.8 billion of investment by 2020**
 - The EU will invest **€450 million** in this partnership, under its research and innovation programme **Horizon 2020**

The Commission's proposal to modernise EU digital privacy rules

Ensuring stronger privacy in electronic communications, while opening up new business opportunities



1. Existing rules to apply also to internet-based voice & messaging services



2. Guaranteed privacy for both content & metadata on electronic communications



3. New business opportunities for traditional telecoms operators when processing communications data



4. Simpler rules on cookies



5. Protection against spam



6. Stronger rules & more effective enforcement

Digitising European Industry

Commission's approach



To coordinate EU national & regional initiatives such as Industrie 4.0 (DE), Smart Industry (NL), L'industrie du futur (FR)

Mainstreaming digital innovation across all sectors:

Setting up a pan-European network of Digital Innovation Hubs

Strengthening leadership in digital technologies

- Public-Private Partnerships
- Industrial platforms
- Large scale pilots & test beds

Preparing People for the digital age: Skills & Training

Regulatory framework:

- Free flow of data & data ownership
- Safety & liability of autonomous systems & Internet of Things

Challenges & opportunities of the Internet of Things

CLOUD



European Cloud Initiative in a data-driven economy:

- European Open Science Cloud
- European Data Infrastructure
- Widening access & building trust

High Performance Computing

Quantum

STANDARDS



Fast development in 5 priority areas:

- 5G
- Cloud Computing
- Internet of Things
- Data Technologies
- Cybersecurity

DIGITAL PUBLIC SERVICES



eGovernment Action Plan:

- New Digital Single Gateway
- eJustice Portal
- "Once-only" principle in Administrations
- Cross-border Health services
- eProcurement & "Once-only" in public procurement

To focus investments

(Horizon 2020, EU Investment Plan, EU Structural & Investment Funds, national & regional funds, private sector)

MOBILISING €50 bn of public & private investments



- An **Open Science Cloud** for storage, management, analysis and re-use of research data across borders and scientific disciplines
- A trusted and world-class **Data Infrastructure**
- **Widening access and building trust** by opening the infrastructure to industry (SMEs) and public sector (e.g. smart cities).

WHO IS IT FOR?



1.7 million
researchers



70 million
professionals in science
and technology



Opening up in the future
to public services,
industry and SMEs

Bringing benefits to citizens

Why is the Commission's approach needed?



- All sectors of the economy increasingly **rely on digital technologies**
 - **Value** of cross-sector applications, data and technology convergence
 - Ever **more bodies and organisations involved** in standard setting
-
- European work on standardisation **cannot be viewed in isolation**
 - Need of compliance with fundamental rights
 - Increasing complexity: **proliferation of standards**

5 Priority areas

- 1 5G communication networks
- 2 Cloud computing
- 3 Internet of Things (IoT)
- 4 Data technologies
- 5 Cybersecurity



- eHealth
- Smart energy
- Intelligent transport systems and connected vehicles
- Advanced manufacturing
- Smart homes and cities
- Smart farming

Impacting also on

E-GOVERNMENT

- ✓ Digital by Default
- ✓ Once only principle
- ✓ Inclusiveness and accessibility
- ✓ Openness & transparency
- ✓ Cross-border by default
- ✓ Interoperability by default
- ✓ Trustworthiness & Security

- Better quality and efficiency of public administration
- Less administrative burden for businesses and people
- More transparency (e.g. through interconnected business registers)

FUTURE INNOVATIONS

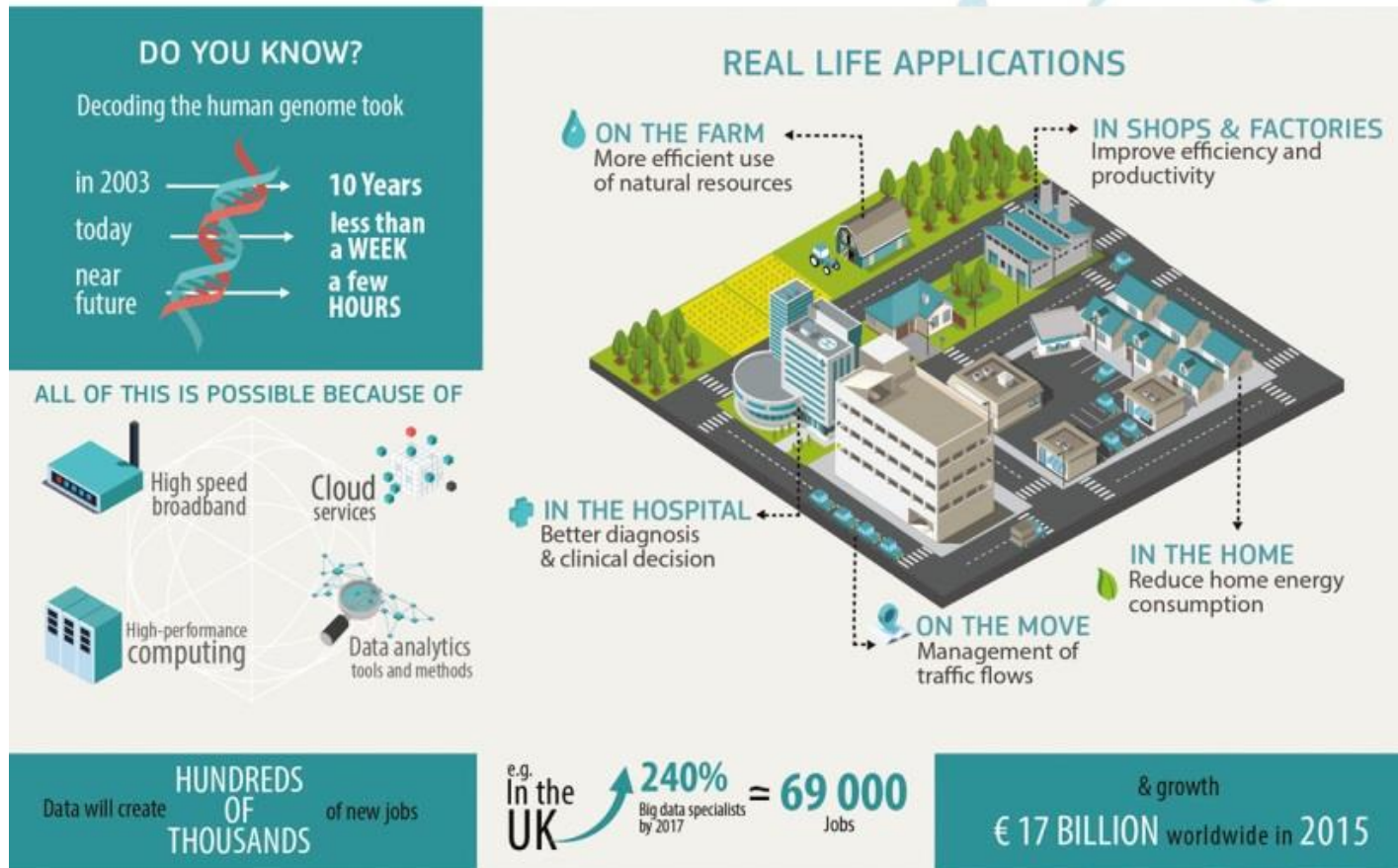


Smart
Mobility

Smart
Cities

eHealth

HOW CAN BIG DATA MAKE A DIFFERENCE?



4 STEPS TO LEVERAGE THE POTENTIAL OF BIG DATA



1.

INVESTING IN IDEAS

Search for **game-shifting** ideas

Public Private Partnership

Research in **Horizon2020**



2.

INFRASTRUCTURE FOR A DATA-DRIVEN ECONOMY

Network of data processing facilities

Invest in the **GÉANT** network

Supercomputing **centres of excellence**

Build big data mobile internet through **5G PPP**

Telecoms Single Market for broadband investment



3.

DEVELOP BUILDING BLOCKS

Guidelines on standard licences, datasets & charging

One-stop-shop to open data across the EU

Mapping big data standards

Open data **incubator for SMEs**

Training for data professionals

Data market **monitoring** tool



4.

TRUST AND SECURITY

EU **Data protection** rules

Guidelines on secure data storage

Consultations on :

- Policy options after **Trusted Cloud** Europe report
- Data ownership & liability of data provision
- User-controlled cloud-based technologies



A Digital Europe needs Digital Skills



Grand Coalition
for Digital Jobs



@EU_Commission
@eSkillsGrowthEU



#DA15eskills



#DA15eu

Young People

Nearly all young people
are **online**
but they need to be prepared for
their digital future



95% of the 16-24 year olds in
the EU are **regular internet users**

Education has to adapt to the digital era

Less than half
of children are
in schools that are
highly
digitally-equipped



Only 20-25%
of school children
are taught by
digitally confident
& supportive teachers



Curricula need to be redesigned
to integrate digital skills & learning



We need to raise the number of students in ICT – especially women

The number of ICT graduates
has **decreased** by 13%
between 2006 & 2013



There are
twice as many male as female graduates
in STEM (science, technology & mathematics)

Students in all domains need to be
educated in digital skills,
not just those who choose an ICT career



Working Age People

Digital technologies create new jobs



There is **rising demand** for ICT professionals.
These jobs are in **all sectors** of the economy



Every job in ICT creates
3 more jobs elsewhere in the economy



With **high unemployment** in Europe,
these jobs are **sorely needed**

The whole workforce needs to be digitally trained

32% of the EU workforce have **low or no digital skills**



15% of the workforce in the EU has **never used** the Internet

The **lack of graduates** in ICT is leading to a gap
estimated at **625 000 unfilled jobs** by 2020



Provide **training & support** for the **unemployed**
towards a **career** in **digital domains**

online learning



Coding clubs



apprenticeships



Older People

Everybody needs to go digital

By 2060 one in three Europeans
will be over 65 years old



53% of the older population in the EU
has **never used** the Internet

Services are increasingly designed as digital by default.
The need for public services is particularly
strong amongst the older population
but only 23% access them online



We need to raise awareness of the benefits of going digital

The most common reasons
for not going online are

- lack of interest
- lack of skills
- cost factors



Provide support to older people to
get online & develop digital skills

Digital services should be
accessible to everyone

Use innovative solutions
e.g. binning with
younger people online



Older people have disabilities
to a greater extent than others



This acts as a barrier to
technology use

Source: European Commission

Mid-term review

- Delivery of the DSM Strategy
- Implementation focus areas
- New developments and challenges
- Investments



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