



European
Commission

A DIGITAL SINGLE MARKET FOR EUROPE

“I want to see pan-continental telecoms networks, digital services that cross borders and a wave of innovative European start-ups. I want to see every consumer getting the best deals and every business accessing the widest market – wherever they are in Europe.”

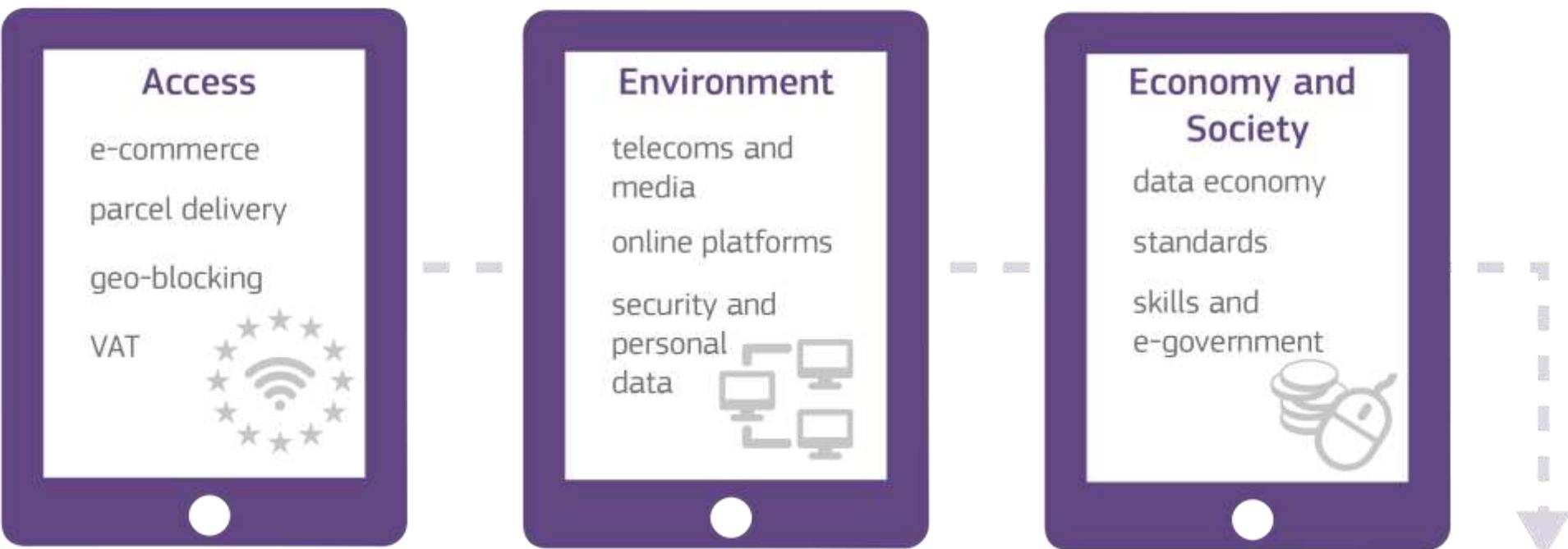
Jean-Claude Juncker, 6 May 2015



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MORE INTEGRATED NETWORKS, PRODUCTS AND SERVICES



Creating a **#DigitalSingleMarket**



EU makes the life of Czech online shops easier

Mini One Stop Shop (MOSS) for VAT administrations reduces the administrative burden related to selling specific services cross-border.

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A HUGE POTENTIAL BUT LARGELY UNUSED AT EU LEVEL

315 million
Europeans
use the
internet
every day

54%

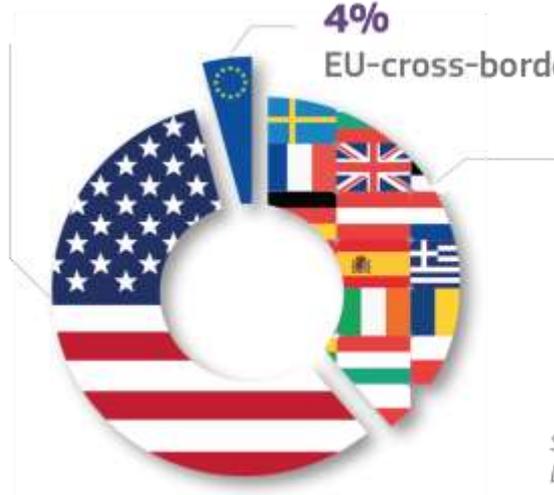
US-based services

4%

EU-cross-border services

42%

national -
Member States
services



Only **15%** of
consumers shop
online from another
EU country

Only **7%** of SMEs sell
cross-border

*Source: JRC/Institute for Prospective Technological Studies,
Digital Economy Working Paper, 2015*

Boosting IT skills at small enterprises in Latvia

Thanks to European Social Fund support, more than 2000 employees of small companies have improved their IT skills and thus increased their productivity.

IT fitness Test in Slovakia

The aim of this project is to engage in the process of testing participants and to get information about the level of their IT skills needed.

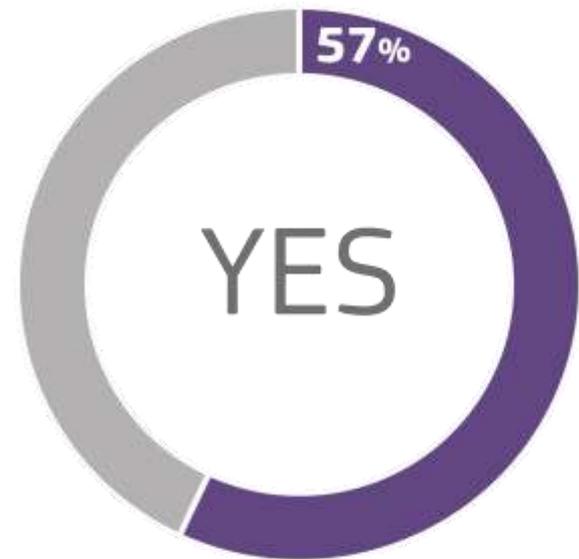
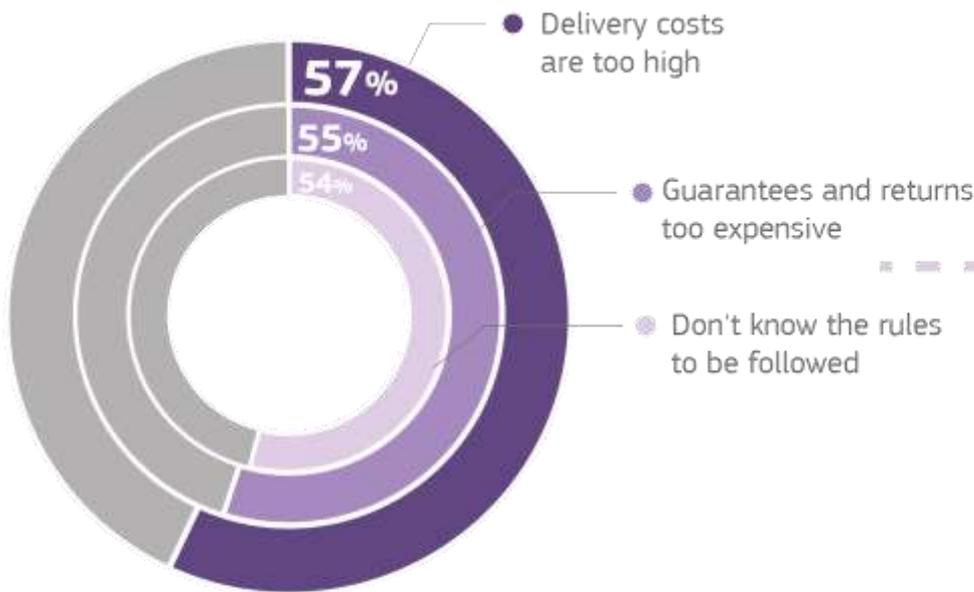


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WHY BUSINESSES STAY OFFLINE

Too many problems with selling online

However, harmonisation of EU e-commerce rules would boost online sales



Source: Eurobarometer, May 2015

“Our rules now need updating for the digital age. They have to become more conducive for investors and promote more competition. No more barriers to access, splintered markets or national distortions.”

Andrus Ansip, 13 October 2015

“The vision of a Digital Union can only become a reality if we have unconstrained connectivity. To improving opportunities for businesses and citizens everywhere, we must make connectivity available for all SMEs, research centres and the wider economy in general.”

Günther H. Oettinger, 13 October 2015



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REMOVE DIGITAL BARRIERS AND GUARANTEE PORTABILITY

Consumers who are choosing proactively to buy from other EU countries online are only protected under the traders' rules.



Under the new rules, the consumer would benefit from the same rights as under his own law.



EU gets rid of roaming charges

As of 15 June 2017, citizens will pay the same price for calls, texts and mobile data wherever they are travelling in the EU.

The EU takes the lead on 5G developments

It will be the basis of new functionalities and applications ranging from connected cars to smart homes, from eHealth to smart cities.



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ICT STANDARDISATION AND FREE FLOW OF DATA

Digital education for Greek schoolchildren

Ensuring a better digital education for Greek pupils.



Major investment extends broadband services in eastern Poland

To eliminate the digital divide in areas that have previously been deprived of basic broadband services.



eEstonia

Much of Estonia's e-government infrastructure has benefitted from investments under the European Regional Development Fund.



For 2014-2020, €20 billion from EU Cohesion Policy funds will be invested in digital and Information and Communication technologies (ICT).

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MAKING IT A REALITY

2015

2016

I. Better access for consumers and businesses to digital goods and services across Europe

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**



Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Telecommunications **Single Market Regulation**

Legislative proposals for a reform of the **copyright** regime

Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes

Review of the **Satellite and Cable Directive**

II. Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



Data protection package

Legislative proposals to reform the current **telecoms rules**

Review of the **e-Privacy Directive**



Review of the **Audiovisual Media Services Directive**

Establishment of a **Cybersecurity contractual Public-Private Partnership**

III. Maximising the growth potential of the Digital Economy



Adoption of a **Priority ICT Standards Plan** and extending the **European Interoperability Framework** for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers

THE PROJECT TEAM FOR A DIGITAL SINGLE MARKET FOR EUROPE



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