



Extracts from the press conference by Neelie Kroes on the adoption by the EC of the Communication "Towards an Integrated Cloud Computing Strategy for the European Union"

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On 27 September 2012, Neelie Kroes, Vice-President of the EC in charge of Digital Agenda, gave a press conference on the new strategy aiming to unleash the potential of cloud computing in Europe. It outlines actions to deliver a net gain of 2.5 million new European jobs, and an annual boost of 160 billion euro to EU GDP (around 1%), by 2020.

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TIME	DESCRIPTION	DURATION
10:00:00	Title	00:00:05
10:00:05	Arrival of Neelie Kroes, Vice-President of the EC in charge of Digital Agenda, at the press conference	00:00:03
10:00:08	General view of the press conference	00:00:06
10:00:14	Soundbite by Neelie Kroes (in ENGLISH): The cloud could revolutionise public services, with services that are more integrated, more effective, and at lower taxpayer cost. That all leads to a huge economic benefit totalling hundreds of billions of euros by 2020. Plus millions of new European jobs. And I can not repeat it enough, the overall boost is 160 billion Euros and 2.5 millions jobs, new markets and I am talking about cloud services 80 billion a year. But that will only happen if we get the policies right.	00:00:46
10:01:01	General views of the press conference (2 shots)	00:00:11
10:01:13	Soundbite by Neelie Kroes (in ENGLISH): We are taking three major steps to boost confidence. First, standards and certification will help users evaluate and compare services, and know which ones to trust. For example, we will put cloud users more in control of their data, with standards based on the principles of interoperability, portability and reversibility. Second, users need to know their contracts are safe and fair. Model contract terms will cover how data is used in the cloud, and liability issues. And third, these measures accompany our existing announcement of a European Cloud Partnership: to harness the public sector's buying power, shape the	00:01:06

	emerging cloud market and ensure more efficient, effective e-Government services.	
10:02:19	Cutaway of the audience	00:00:03

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