

Tallinn Digital Summit

Completing the Digital Single Market State of Play

MAKING THE MOST OF THE DIGITAL OPPORTUNITIES IN EUROPE

The internet and digital technologies are transforming our world. But barriers online mean citizens miss out on goods and services, internet companies and startups have their horizons limited, and businesses and governments cannot fully benefit from digital tools. European leaders have pledged to complete the Digital Single Market in the European Council conclusions altogether 10 times.

EXPECTED BENEFITS

- economic growth
- job creation
- increased investments



€415 billion — the amount a completed Digital Single Market could contribute to the European Union economy per year.



1.3 million new jobs could be created by 2025 through additional investments thanks to new EU telecoms rules.



500,000 unfilled vacancies for ICT professionals by 2020.



€10.1 billion were invested in EU tech companies in the first 3 quarters of 2016.



6 billion devices will be connected in Europe by 2020 (20 billion worldwide) – 10 times more than in 2016.



2 trillion gigabytes per year of data traffic will be generated worldwide by connected devices by 2020.



4% of EU GDP could be the value of the EU data economy in 2020 – today it is 2%.

WHAT EUROPEANS EXPECT FROM THE EU

This potential must be matched with **strong cybersecurity** measures. Europeans believe in a positive impact of digital **technologies** on our economy (75%), our society (64%) and the quality of our lives (67%) but they also fear becoming a victim of cybercrime (86%). Proper cybercrime prevention could not only increase citizens' trust in the Digital Single Market but could also save EU Member States **€265 billion per year**.

SUPPORTING THE DIGITAL ECONOMY

Around **€24 billion** in investment in the digital sector is set to be triggered thanks to the support of **European Fund for Strategic Investments** (EFSI).

34 big digital projects across 15 Member States have received support from the EFSI.

Digital projects account for around **10% of EFSI investments** so far.

Tens of thousands of small businesses with a digital project are set to benefit from **EFSI support**.

SINCE MAY



Since **2015**, new rules in force to clarify and simplify **VAT collection on e-services sold online**.

Cross-border sales of e-services has become easier for small businesses.



2015, EU DECISION-MAKERS HAVE ACHIEVED THE FOLLOWING

As of **early 2018**, local authorities will be able to offer **free WiFi4EU connections** for all in towns and villages across the EU.

First vouchers will be granted to the local communities already in few months' time. By 2020, at least 6000 to 8000 local communities will be able to benefit from the funding.



As of **May 2018**, a new single set of EU rules on the protection of personal data will apply, ensuring that personal data can flow freely across Europe while being protected by the highest standards.

Thanks to the new rules, EU citizens will know and control which personal data are published and there will be clear limits to the use of these data. Through a complaint and sanction mechanism, citizens will be better protected whenever their data is hacked or disclosed. Businesses will benefit from more legal certainty and a single set of rules: one single supervisory authority or one authorisation procedure. This makes things simpler and cheaper so that the data economy can flourish.



EU governments following the **Commission's e-government action plan** could save **up to €5 billion** per year as of **2020**.

The action plan seeks to simplify the life of citizens and businesses by ensuring public registers are connected and by accelerating the transition to e-procurement and e-signatures.



On **15 June 2017**, mobile roaming charges were finally abolished in the EU.

After 15 June 2017, twice as many travellers used their mobile data or made voice calls abroad as often as at home than during the months before 31% vs. 15% for data, 24% versus 11% for calls.



As of **early 2018**, citizens will be able to enjoy their **online films, sports broadcasts, music, video games, and e-book subscriptions** when travelling in the EU.

68% of online digital content providers block users in another Member State. 60% of young Europeans say cross-border portability is important for taking up a subscription.



As of **May 2018**, the EU will be equipped with its first ever **common cybersecurity law (the Network Information Security Directive)** to help keep network and information systems safe in all Member States.

The EU also supports the competitiveness of its cybersecurity industry through a public-private partnership expected to generate €1.8 billion of investment by 2020.




As of **2020**, EU Member States will for the first time coordinate their use of the **high-quality band 700 MHz**.

This will enable 5G networks and bring new services such as connected cars, remote health care, smart cities or video streaming on the move and across borders.

TO COMPLETE THE DIGITAL SINGLE MARKET BY 2018, THE EU MEMBER STATES AND THE EU INSTITUTIONS NOW NEED TO ACT ON THE FOLLOWING

INVESTING IN DIGITAL INFRASTRUCTURES

Modernisation of current EU telecoms rules

(the European Electronic Communications Code) offers a more attractive regulatory environment that will foster investments in top-quality infrastructure across the EU. 

By the end of 2017, the Commission will also **update the European guidelines that help national telecoms regulators decide when to intervene in markets**. *(proposed in September 2016)*

STRENGTHENING THE EU'S CREATIVE SECTOR

Modernised **copyright rules** will guarantee fair remuneration for journalists, publishers and authors and reinforce their position to negotiate for their creative content, while boosting consumers' choice to content online and across borders. 

The **update of European audiovisual media services rules** will create a fairer environment for all, promote European films, protect children and better tackle hate speech online. *(proposed in September 2016)*

GUARANTEEING FREE FLOW OF NON-PERSONAL DATA

A clear, comprehensive and predictable **framework for data storage and data processing services** will contribute to a more competitive and integrated EU market. 

BOOSTING E-COMMERCE IN THE EU

Consumers will become more confident to buy online and companies will find it cheaper and easier to expand their business thanks to **modernised EU contract rules**. 

The proposed **regulation on geo-blocking** will ensure that consumers no longer face unjustified barriers such as being re-routed back to a country-specific website, or asked to pay with a debit or credit card from a certain country. *(proposed in May 2016)*

Consumers will benefit from more **affordable cross-border parcel delivery**. For example, to send a parcel from the Netherlands to Spain would cost currently €13, while to do the same thing in reverse would cost €32.74. *(proposed in May 2016)*

Member States should soon agree on our **Value Added Tax (VAT) for e-commerce proposals** to allow consumers and companies to buy and sell goods and services more easily online. *(proposed in December 2016)*

Once agreed by all Member States, the new set-up for **VAT rates on e-publications** will allow Member States to align the rates on e-publications to those on printed publications ensuring a level-playing field for both products. *(proposed in December 2016)*

STEPPING UP EUROPEAN CYBERSECURITY

The EU will be equipped with a **European Cybersecurity Agency** to assist Member States in dealing with cyber-attacks, as well as a new **European certification scheme** that will ensure that digital products and services are safe to use. 