

Digital Single Market

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European Broadband Communication: investing in digitally driven growth

By 2020, all Europeans should have access to internet of above 30 Megabits per second (Mbps) and 50% or more of European households have subscriptions above 100 Mbps. This target is from the Digital Agenda for Europe, a flagship initiative of the Europe 2020 strategy for a smart, sustainable and inclusive economy. The Digital Agenda also restated the objective endorsed by the European Council to bring basic broadband to all Europeans by 2013. To reach these ambitious objectives it is necessary to develop a comprehensive policy, based on a mix of technologies, and to carefully monitor progress over time. The target for fast and ultra-fast internet access was chosen because of the central role it will play in economic recovery and in providing a platform to support innovation throughout the economy, as electricity and transport did in the past. The roll-out of ultra-fast open and competitive networks will stimulate a virtuous cycle in the development of the digital economy, allowing new bandwidth-hungry services to take off and fuelling growing citizen demand, which in turn will stimulate further demand for bandwidth.

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