



DIGITAL SINGLE MARKET MAKING THE MOST OF THE DIGITAL OPPORTUNITIES IN EUROPE



“I believe that we must make much better use of the great opportunities offered by digital technologies, which know no borders. If we do this, we can ensure that European citizens will soon be able to use their mobile phones across Europe without having to pay roaming charges. We can ensure that consumers can access services, music, movies and sports events on their electronic devices wherever they are in Europe and regardless of borders. We can create a fair level playing field where all companies offering their goods or services in the European Union are subject to the same data protection and consumer rules, regardless of where their server is based.”

European Commission President Jean-Claude Juncker, *Political Guidelines*, 15 July 2014

The internet and digital technologies are transforming our world. But existing 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. With this in mind, the European Commission launched its Digital Single Market Strategy in May 2015. Since then, the Commission has made good on its promise and delivered all the major proposals set out therein. The focus now must be on making these proposals a reality, starting with adoption by the European Parliament and the Council and following through with implementation by the Member States.

A fully functional Digital Single Market could contribute €415 billion per year to the EU's economy and create

hundreds of thousands of new jobs.



Since May 2015, EU decision-maker have achieved the following:



As of **15 June 2017**, **mobile roaming charges will finally be abolished** in the EU.

34% of Europeans travel abroad at least once a year. In 2014, about half of Europeans would not use mobile internet abroad because it was too costly.



As of **May 2018**, a new single set of EU rules on **data protection and privacy** in electronic communications.

This will allow people to take back control of their personal data and set clear limits on the use of their data.



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.



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** 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 to help develop devices to defend against cyber-attacks.



If EU governments follow the Commission **e-government action plan**, they 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.

More to come, based on Commission proposals:

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**, to reflect how the sector works and take into account the recent developments in regulatory and competition law.

The **WiFi4EU** initiative will help local authorities offer free Wi-Fi connections for all in towns and villages in the EU by 2020.



STRENGTHENING THE EU'S CREATIVE SECTOR

Modernised **copyright rules** will guarantee fair remuneration for journalists, publishers and authors, 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.



INVESTING IN HIGH-PERFORMANCE COMPUTING AND SCIENCE CLOUD

On 23 March 2017, **EU ministers signed a declaration to financially support** the next generation of computing and data infrastructures – an industrial European project of the dimension of Airbus in the 1990's and of Galileo in the 2000's.



Thanks to €6.7 billion from public and private investment, the **European Open Science Cloud** will by 2020 offer Europe's 1.7 million researchers and 70 million science professionals a virtual environment to store, share and re-use their data across disciplines and borders.

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.



Consumers will benefit from more **affordable cross-border parcel delivery**.

WiFi4EU:



At least 6000 to 8000 local communities will be able to benefit from a total funding of €120 million until 2020.

Connectivity:



By 2020, 25 billion devices will be connected and will generate over two trillion gigabytes of traffic every year.

Geoblocking:



4 out of 10 retailers use geo-blocking. Removing geo-blocking would lead to a consumer gain of €500 million, firms' profit would increase by €283 million from new trade.

Startups:



There are 4.7 million professional developers in Europe vs. 4.1 million in the US. In the first three quarters of 2016, €10.1 billion of capital were invested in European tech companies.