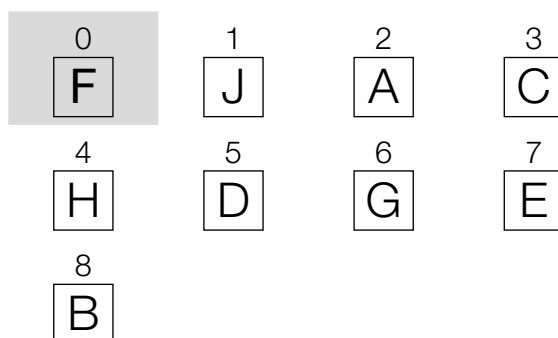


Korrekturhinweise

Europe's digital economy



Begründungen

0

The paragraph elaborates on the idea that open online trade within the EU has many benefits for both businesses and customers, such as free exchange and a greater choice of goods, services, resources and easier access to customers. The text says: “Digital technology has catalysed the interconnection of the global economy.”

1

The paragraph talks about how online trade within the EU has not yet exploited its potential, because only a small amount of retailers (11%) sell to crossborder customers via the internet. The text says: “So far, however, the online exchange of goods and services between EU countries has been limited.”

2

The paragraph is about how online trade within the EU hasn't yet exploited its potential, because only a small amount of retailers (11%) sell to crossborder customers via the internet. The text says: “Evidently, more needs to be done to cultivate the open exchange of goods and services.”

3

The paragraph explains that a survey has shown that European businesspeople consistently believe in the benefits of an open digital economy in Europe. The text says: “A survey of executives from both digital start-ups and conventional businesses, conducted by the Economist Intelligence Unit and sponsored by Android, found that the vast majority (98%) agree that openness in the digital economy is “vital” for growth and stability in Europe.”

4

The paragraph talks about how many respondents of the survey on openness in the digital economy struggle to approach customers from other EU countries via the internet. The text says: “30% say they find most or all other European markets difficult to access through the digital channels.”

5

The paragraph explains that there are many aspects influencing online trade with other European countries in a negative way, some of which can be tackled by the decision-making units and others cannot. The text says: “Some factors that prevent companies from reaching customers across European borders, such as linguistic diversity, cannot be addressed by policymakers, but others can.”

6

The paragraph talks about retailers’ concerns about online fraud and how cross-national cooperation can be very effective and about how it would relieve people’s fears. The text says: “Greater international cooperation would help allay their fears: in 2016 the first ever pan-European crackdown on e-commerce fraud led to the arrest of 42 individuals who had allegedly purchased luxury goods worth €3.5m with stolen credit cards.”

7

The paragraph explains that many people in the EU still do not have the means to be part of an open digital economy, simply because, unlike other countries, they do not have access to the internet at all times. The text says: “Unequal access to the internet means too many people are still outside the digital economy.”

8

The paragraph lists the changes needed to guarantee equal access to the digital economy and its benefits for all of Europe’s retailers and customers. The text says: “Unifying rules and regulations, working together to build trust in crossborder transactions and investing in the necessary enabling infrastructure would help Europe to achieve a more open digital economy.”