

PRESS RELEASE

The Internet Opportunity

Brussels, 24 March 2015 – EDiMA* and the Computer & Communications Industry Association (CCIA) launched a report entitled “The Internet – the New Helping the Old”- written by Plum Consulting. This report looks at the impact of not only Internet businesses but also Internet-using businesses in Europe today.

Brian Williamson of Plum Consulting and author of the report said: “In the fifteen years leading up to 1995 Europe had faster productivity growth than that of the U.S. Yet despite the comparable size of the EU and the U.S. ICT sectors, the EU has fallen behind the U.S. in terms of productivity growth in the post 1995 Internet era.”

“In the EU entrepreneurs struggle with gaining a scalable market share to allow for success. Today the Internet has made it possible for many small industries also in traditional and niche sectors – which draw on European history and heritage - to gain access to the needed markets online to become successful. It is this key enabling quality of the online space that makes it critical that the Digital Single Market (DSM) becomes a reality and that the DSM is one that fosters innovation to allow for Europe to prosper at a global level” said Siada El Ramly – EDiMA Director General. “EDiMA is glad to have co-commissioned this study which shows the opportunities that lie before us here in Europe today and I would like to point out that it is essential to embrace these opportunities not only for Internet businesses but more importantly for all those businesses that need to use “online” to reach their clients.”

Find the [report online](#)

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* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Allegro Group, Amazon EU, Apple, eBay, Expedia, facebook, Google, LinkedIn, Microsoft, Netflix, Nokia, Twitter, Yahoo! Europe. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.