

## PRESS RELEASE

### Launch of the Digital Single Market Strategy

Brussels, 6 May 2015 – EDiMA\* welcomes the launch of the European Commission Digital Single Market Strategy. Vice President Ansip's Strategy focuses on three pillars of activity, namely; better access for consumers and businesses to online goods and services across Europe, creating the right conditions for digital networks and services to flourish and maximising the growth potential of our European Digital Economy. EDiMA has always been a strong advocate for Digital Single Market in Europe that will benefit European citizens and businesses alike and continues to support the ambitious three pronged approach the Commission has presented.

"EDiMA is encouraged that Vice President Ansip referred to better regulation processes as the cornerstone which will be used to rollout the actions outlined in the strategy today and looks forward to being a constructive participant in discussions with stakeholders on various points. We hope that the Commission will take into account the necessity of agility in dealing with developments in the online space due to the ever-changing environment and speed of development in the digital space and will thus look for future-proof, timely solutions as opposed to adding another layer of legislation that may not address issues in the most efficient manner. Furthermore it is essential to bear in mind that the online world is a global environment and thus all steps taken in the context of the Digital Single Market should aim at allowing European consumers and businesses to enjoy the benefits of this global environment. Last but not least, we are counting on the Commission to show its leadership in using the Digital Single Market as the vehicle to bolster innovation in Europe," said Siada El Ramly, Director General of EDiMA.

A strong Digital Single Market is what European industry needs to allow for it to grow, what European consumers need to benefit from the full array of services that the digital environment has to offer and what Europe needs to continue to be a market leader in a global context. It is essential that the Digital Single Market Strategy is pro-innovation.

For more information, contact:

+32 2 626 1990

[info@edima-eu.org](mailto:info@edima-eu.org)

[siada@edima-eu.org](mailto:siada@edima-eu.org)

[stephen@edima-eu.org](mailto:stephen@edima-eu.org)

Ends

---

\* 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, King, LinkedIn, Microsoft, Netflix, Nokia, Twitter, Yahoo! Europe, Yelp. 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.