

ONLINE INTERMEDIARIES: ENGINES FOR EUROPEAN GROWTH

WHAT ARE ONLINE INTERMEDIARIES?

Online intermediaries facilitate the exchange of goods and services in the online environment. They bring together different types of users in order to enable social and economic interaction.



TYPES OF ONLINE INTERMEDIARIES



E-commerce
platforms



Social
networks



Search
providers



Entertainment
services



Comparison
tools

€270bn

Total value of goods and services purchased through online intermediaries by private households and the public sector (2014)

2.5% OF TOTAL
final consumption in the
EU28

10%
growth rate per year
since 2013

CONTRIBUTIONS TO EU GROWTH

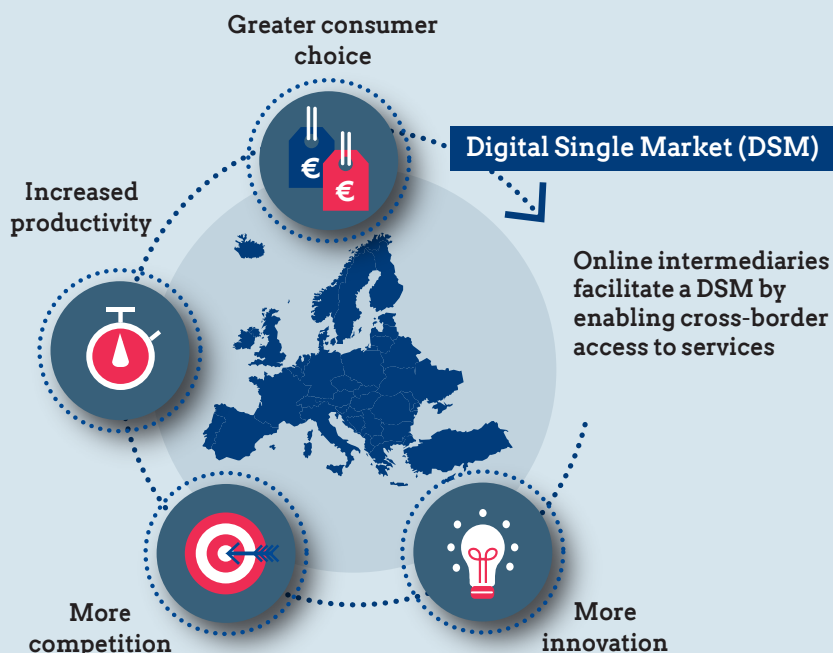
Consumption of goods and services through online intermediaries



30%

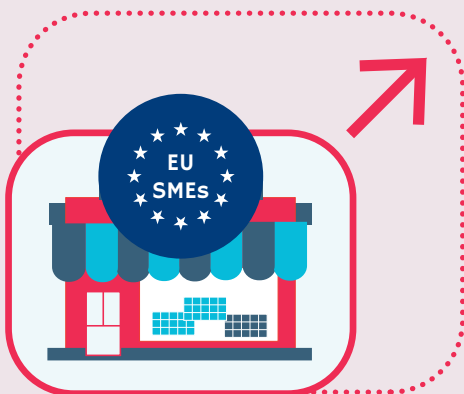


60%



SUPPORT EU SMEs

Online intermediaries help SMEs overcome barriers to growth such as costs and scalability, increasing productivity and embracing innovation.



Lower costs of selling ✓

Increase productivity ✓

Help SMEs enjoy the benefits of digitalisation on both the sale-side and the input-side ✓

Reach more customers ✓

Build trust ✓

220

online marketplaces in Europe

61%

of European SMEs use social media

85%

of new jobs in the EU were created by SMEs in the last 5 years

BENEFITS TO EUROPEAN CONSUMERS

Price transparency & lower prices



Facilitate alternative income



Innovative products & services



Time savings



More choice



Foster social cohesion



Value from free services

72M

full-time jobs created by 2025

€135bn

added value from online services

€140bn

added value from online search (2014)

17%

price saving for users of online marketplaces compared to products purchased offline

POLICY POINTERS



Ensure a flexible framework for future innovation



Continue to use the strong E-commerce Directive as the legislative cornerstone to allow for cross-border trade online



Ensure that all users can continue to benefit from the opportunities offered by online intermediaries

