

#DSM

# Digital Single Market

## A Digital Single Market for the benefit of all Europeans

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### TOWARDS A MORE UNITED, STRONGER AND MORE DEMOCRATIC UNION



'I believe that we must make much better use of the great opportunities offered by digital technologies, which do not know any borders. To do so, we will need to have the courage to break down national silos in telecoms regulation, in copyright and data protection legislation, in the management of radio waves and in the application of competition law. That way, we can ensure that consumers can access services, music, movies and sports events on their electronic devices wherever they are in Europe.'

Candidate for President of the European Commission Jean-Claude Juncker, Political Guidelines for the next Commission, 15 July 2014



**legislative initiatives** presented by the Juncker Commission

28

**have been politically agreed or finalised** by the European Parliament and the Council of the European Union

2

**legislative initiatives are still on the table** for the European Parliament and the Council of the European Union to adopt

### CREATING A DIGITALLY CONNECTED EUROPE

It is a priority for the Juncker Commission to provide our citizens with the best possible access to the online world and the skills to build a digital future for Europe.

Demand for wireless connectivity using smart phones and future 5G devices is continuously growing. Mobile traffic will grow eight fold in the next five years.

#### Before the Juncker Commission

Many people in remote areas do not have access to good internet connections.

#### Under the Juncker Commission



Around €41.3 billion in investment in the digital sector is made available from the European Fund for Strategic Investments (EFSI). In addition, more than €14 billion under the European Structural and Investment Funds is being invested in digital technologies.

Overall 2,800 municipalities in Europe were selected to receive a WiFi4EU voucher worth €15,000. This voucher can be used to set up Wi-Fi hotspots in public spaces, such as town halls, libraries, museums, parks, squares and other places of public interest. A second call will be launched in the spring.

### Before the Juncker Commission

Radio spectrum waves are the basis for Wi-Fi, mobile phones and other wireless devices. Their use is not well coordinated across Europe.

Spectrum-enabled services are worth around €500 billion a year to the European economy.

A fragmented market and delays left Europe lagging behind in 4G connection for several years.

### Under the Juncker Commission

Better spectrum coordination will increase the value of spectrum-enabled services to €1 trillion a year by 2023.



Europe will be able to successfully launch 5G connections thanks to better spectrum coordination, granting high-speed mobile internet access to everyone and new services such as connected cars, remote health care, smart cities and video streaming on the move across the continent.

Difficulties for many citizens in dealing with public administrations online, especially when they work, live or do business in another EU country.



By 2020, the 'Single Digital Gateway' will provide one entry point for online administrative procedures for citizens and businesses.

## BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

In the online world the EU's four freedoms — the free movement of goods, capital, services and labour — are not yet a reality. The Juncker Commission has been tackling these problems.

### Before the Juncker Commission

Europeans cannot use their online subscriptions while they travel. Streaming of their favourite TV show might be blocked abroad.

### Under the Juncker Commission



Since April 2018, Europeans can access their online subscriptions to films, sports events, e-books, video games or music services while travelling to another Member State.

High roaming prices for using your phone abroad in Europe. In 2007: over €0.50 per minute for a voice call, €0.28 for an SMS and €6000 per GB of data.

Europeans do not pay roaming charges when travelling within the EU.



**70%** of Europeans are already seeing the benefits from the **end of roaming charges**.

Consumer rights were not adapted to the digital age.



Updated consumer protection rules and new digital contract rules will:

- grant consumers more rights in the online world;
- give consumers confidence when buying online and from different Member States.

Consumers are **geoblocked** from accessing goods and services online in other countries, for example requiring payment with a debit or credit card from a specific country only.



Since 3 December 2018, the **new rules against unjustified geoblocking** ensure that consumers can access goods and services online without worrying about discrimination or geographically based restrictions.

## Before the Juncker Commission

Prices charged for **delivery of small parcels** to another Member State are often up to five times higher than domestic prices, without a clear correlation to the real costs.

62% of companies that wish to sell online say that high delivery costs are a problem.

## Under the Juncker Commission



Higher price transparency and increased regulatory oversight encourage lower prices, allow consumers and small businesses to take informed decisions, and **make parcel delivery more affordable**.

This has the potential to:

- increase cross-border e-commerce by more than 4%;
- increase the number of firms selling online across borders by more than 6% and the volume of online trade by 5%.

20 million people who live in the EU were born in a different EU Member State from the one they are resident in now. They often cannot access **audiovisual content** from their home countries.



New rules will make it easier for broadcasters to enrich their online output across borders, granting people better choice and **access to content across borders** and allowing European culture to flourish. The new rules will apply by 2020.

**26 million blind and visually impaired people** in Europe are limited in their access to culture because the formats they need are not readily available.



New rules allow special formats of print material — such as Braille or Daisy — to be made and disseminated for **people with print disabilities**. People who are blind, visually impaired or otherwise print-disabled are able to access more books and other print material, including adapted audio books and e-books, in accessible formats — across the European Union and the rest of the world.

Companies and public administrations face difficulties in storing and processing **non-personal data** (e.g. traffic, weather) in different EU countries.



A single set of rules are due to make it easier to do business across borders in the EU, as cross-border data storage and processing becomes easier and follows one single set of rules all across the EU.

This stops SMEs and start-ups from entering new markets across borders and scaling up, and leads to the costly duplication of data storage facilities.

Lower costs for data services and greater flexibility for companies could result in additional revenues for European businesses of up to €10.4 billion.

1 million EU businesses are dependent on **online platforms** to reach their customers. When issues emerge in the platform-to-business relations, they affect negatively businesses' sales and trust in the online economy. Nearly half of business users (46%), especially small ones, experience problems with online intermediation services.



The first-ever rules on online platforms' trading practices will create a fair, transparent and predictable business environment for businesses and traders when using online platforms.

Traders selling online via marketplaces, hotels using booking platforms, or app developers are amongst those who will benefit from the new rules agreed today. The new regulation will also offer new possibilities for resolving disputes and complaints.

The internet has grown enormously – nearly 1.3 billion websites allow 3.7 billion users daily to exchange information, trade and interact with unparalleled intensity. Disinformation is a long existing phenomenon. While online platforms have brought many benefits, they also allow false information to be produced, widely disseminated and promoted. According to Eurobarometer opinion poll 83 % of Europeans think **fake news** is a threat to democracy.



To protect its democratic systems and public debates and in view of the 2019 European elections as well as national and local elections, the EU has adopted an Action Plan to step up efforts to counter **disinformation** in Europe and beyond.

The Action Plan focuses on four areas: Improve detection, analysis and exposure of disinformation; Stronger cooperation and joint responses to disinformation; Mobilise private sector to tackle disinformation; Raise awareness and improve societal resilience.

## INVESTING IN THE DIGITAL FUTURE OF EUROPE

### Before the Juncker Commission

**Artificial intelligence** is traditionally linked with robotics, but its potential is far greater. The approach in Europe is rather piecemeal, with other parts of the world seen as more advanced in the development of AI. Investment levels need to be increased, as does access to data, on which AI thrives. The ethical and social aspects of artificial intelligence also need to be addressed, to ensure that the development of the technology is underpinned by trust and security.

**Supercomputers** are needed to process ever larger amounts of data and bring benefits to society in many areas, from health care and renewable energy to car safety and cybersecurity. However, today, compared to its competitors from China, Japan or the United States, Europe is clearly underinvesting in high-performance computing, with a funding gap of €500-750 million per year. As a result, European scientists and industry increasingly process their data outside the EU.

Recent figures show that digital threats are evolving fast: ransomware attacks have increased by 300% since 2015. According to several studies, the economic impact of **cybercrime** rose fivefold from 2013 to 2017, and could further rise by a factor of four by 2019. Evidence suggests that people from around the world identify cyber-attacks from other countries among the leading threats to national security.

### Under the Juncker Commission



The European Commission's approach to **artificial intelligence and robotics** deals with technological, ethical, legal and socio-economic aspects to boost the EU's research and industrial capacity and to put Artificial Intelligence at the service of European citizens and economy. Artificial intelligence has become an area of strategic importance and a key driver of economic development. However, socio-economic, legal and ethical impacts have to be carefully addressed. The EU must join forces to stay at the forefront of this technological revolution, to ensure competitiveness and to shape the conditions for its development and use, ensuring respect of European values.



€1 billion is being invested jointly with Member States to build a **world-class European supercomputer infrastructure**.

The EuroHPC (High Performance computing) Joint Undertaking was established in 2018 with the aim of equipping the EU by the end of 2020 with a world-class supercomputing infrastructure, which will support the development of leading scientific, public sector and industrial applications in many domains, including personalised medicine, bio-engineering, weather forecasting and tackling climate change, discovering new materials and medicines, oil and gas exploration, designing new planes and cars, and smart cities. So far, 30 European countries have joined the EuroHPC Joint Undertaking.



The EU has now a range of instruments, including the first EU-wide legislation on cybersecurity (Directive on Security of Network and Information Systems) and the **Cybersecurity Act** to reinforce cooperation against cyber-attacks. The Cyber Security Act will strengthen the role of the European Agency for Network and Information Security (ENISA) and establish a common European cybersecurity certification framework for IT services, systems and equipment.

The EU will also put forward a European network of centres of cybersecurity expertise, in order to help reinforce research and deployment of new cybersecurity capacities in the EU.