



# A Digital Single Market for Europe

**Daniele Rizzi, European Commission  
Directorate-General for Communications Networks, Content  
& Technology**



**GEOSPATIAL<sup>TM</sup>  
WORLD  
FORUM**

**session**

**5 May 2015**

## President Juncker's Political Guidelines

Connected DSM – with growth and jobs - highest on political agenda:

*"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"*

## What is the Digital Single Market?

*"The **Digital Single Market** means an area where the free movement of goods, persons, services and capital is ensured and where **citizens** and **businesses** can therefore seamlessly access and exercise online activities under conditions of fair competition, irrespective of their nationality or place of residence."*

# Why we need a Digital Single Market

315 million  
Europeans  
use the  
Internet  
every day



## A Digital Single Market

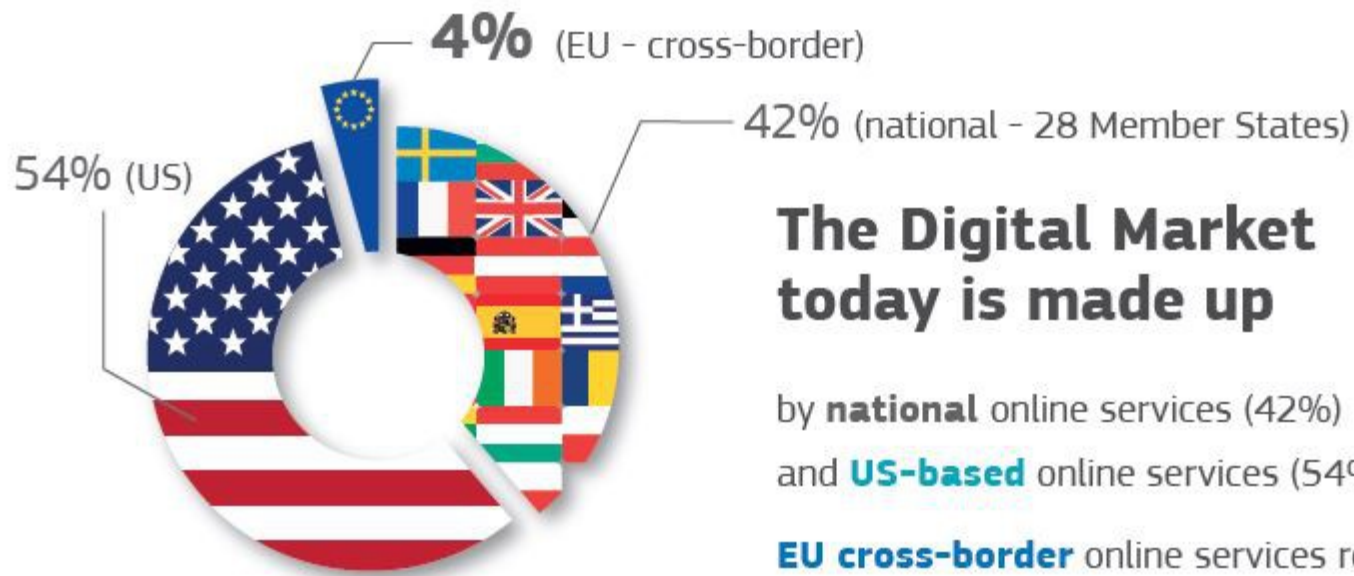
can create up to

**€415 billion** in additional growth,

**hundreds of thousands** of new jobs,

and a **vibrant knowledge-based society**

But obstacles remain to unlock this potential...



## The Digital Market today is made up

by **national** online services (42%)  
and **US-based** online services (54%)

**EU cross-border** online services represent only 4%

## Why the Digital Single Market ?

- The global economy is rapidly becoming digital
- Changes in our society are happening at a very fast pace and require European solutions
- Improve cross-border opportunities for businesses and citizens
- Keep the EU on an equal footing with other major world economies

**Focus on limited number of  
coherent, high-impact initiatives**

# DIGITAL ECONOMY

72% of EU individuals

use INTERNET regularly

150 Million

subscriptions

fixed Broadband

130 mobile subscriptions per 100 people



ICT drives 1/3<sup>rd</sup> EU GDP growth 1995-2007

DIGITAL BUSINESS



HALF of EU enterprises

provide mobile devices for business use

276.5 million EUR turnover

of EU B2C eCommerce (2012)

14% of EU SMEs selling online

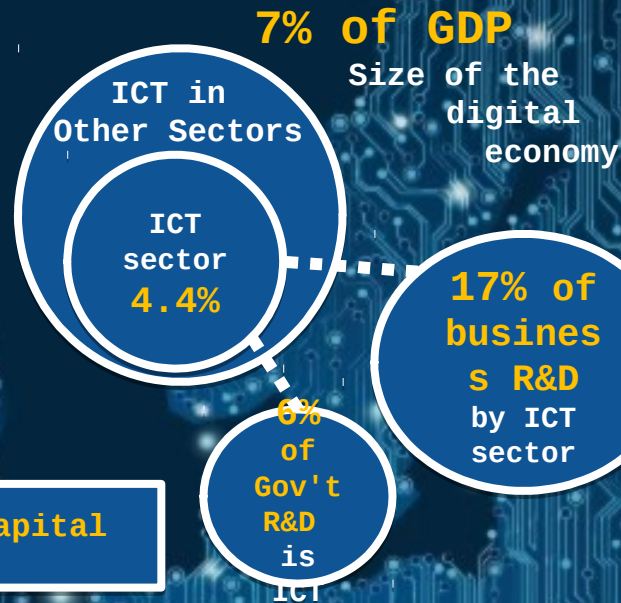


28% EU enterprises

use Social media

29% of EU enterprises

use e-Invoices



38% EU venture capital is in ICT

17% EU patents are in ICT

ICT professionals

900 000 estimated demand/supply gap by 2020

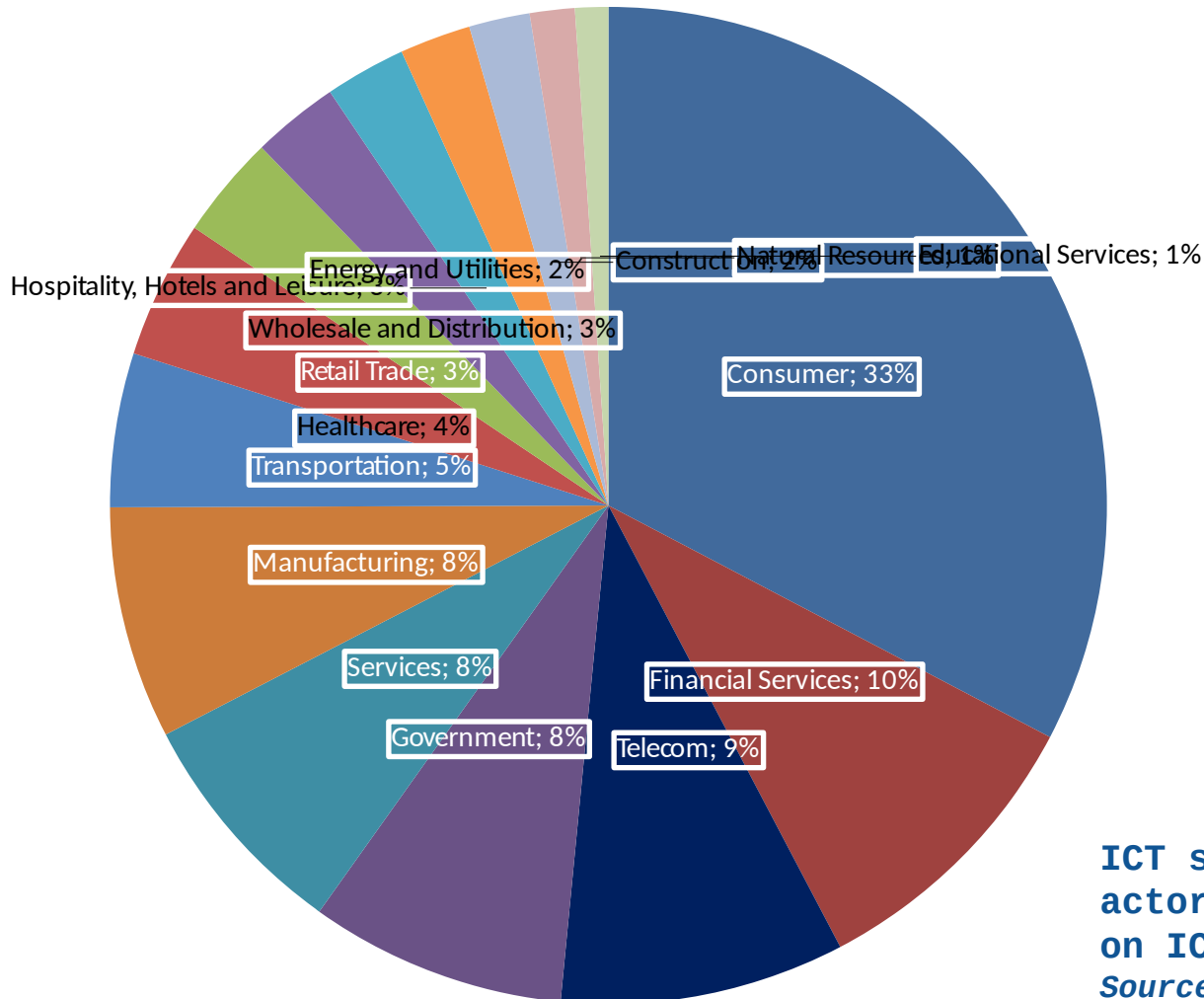
55% work outside ICT sector



2.4% of workforce

+ 4.1% yearly employment growth

# All sectors are dependent on ICT



ICT spending by category of actors (% of total spending on ICT in 2012)

Source: OECD

## Better access for consumers and businesses

- Geoblocking
- Copyright
- E-commerce
- Parcel delivery
- Reducing VAT burden

## Advanced digital networks and innovative services

- Telecoms market
- Media services
- Platforms and intermediaries
- Trust and security

## Enhance the digital economy

- **Data economy**
- **Inclusive digital economy and society**
- **Interoperability and standardisation**



# 3 Creating a European Digital Economy and society with growth potential

## Big data and cloud



Digital data stored in cloud:  
**2013: 20% - 2020: 40%**

The use of big data by the top 100 EU manufacturers could lead to **savings worth €425 billion**

Studies estimate that, by 2020, big data analytics could boost EU economic growth by an additional **1.9%**, equalling a **GDP increase of €206 billion**

## An inclusive e-society

Almost half the EU population (**47%**) is not properly digitally skilled, yet in the near future, **90% of jobs** will require some level of digital skills

A strategy of 'digital by default' in the public sector could result in around **€10 billion of annual savings**





# Enhance the digital economy

## 1. Data economy

A fragmented market does not provide sufficient scale for cloud computing and **Big Data** to reach their full potential in Europe.

The Big Data sector is growing by 40% per year, seven times faster than the IT market

The Commission will propose a European '**Free flow of data initiative**', tackling unjustified barriers - **2016**

## 2. Interoperability and standardization

**Interoperability** allows for effective communication between digital components like devices, networks or data repositories

The Commission will launch an **integrated standardisation plan** defining key priorities for standardisation for technologies that are critical for the Digital Single Market

### 3. An inclusive e-society

Demand for digitally skilled employees is growing by around 4% a year.

The Commission will address **digital skills and expertise** as a key component of its future initiatives on skills and training.

### 4. E-government

More can be done to modernise public administration, **cross-border interoperability** and facilitate easy interaction with citizens.

Only in 48% of cases do public administrations **reuse** information about the citizen or companies that is already in their possession without asking again

The Commission will present a new e-Government Action Plan 2016-2020 - **2016**

# The DSM and geo-spatial information

- Digital services in a data-based economy: digital services such as cloud computing, big data (including data-driven science and **geo-spatial data**) and the Internet of Things have become a central element of the EU's competitiveness, an enabler for innovation and a catalyst for economic growth and jobs.
- Recent policy evaluations of the PSI Directive and the Infrastructure for Spatial Information in the EU (INSPIRE) Directive demonstrate the need for public authorities to improve the sharing and re-use of their data.
- The market size and growth of the geospatial information sector, covered both by the PSI and INSPIRE Directives, shows the potential of public data as an engine for job creation



## International dimension

The scale provided by a completed Digital Single Market will help companies to grow beyond the EU internal market and make the EU an even more attractive location for global companies.

Barriers to global digital trade particularly affect European companies.

An ambitious digital trade and investment policy should be further developed including by means of the EU's free trade agreements.



# Governance & High level support

The success of the DSM is based on ensuring the European Parliament, Member States and stakeholder involvement and consensus

The concentrated efforts of the DSM need political support from the highest level.

Council to endorse the Strategy's objectives and regularly review progress in implementation

# Roadmap for completing the Digital Single Market /// Initiatives

2015

2016

## Better access for consumers and businesses to digital goods and services across Europe

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Legislative proposals for a reform of the **copyright** regime

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**



Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes

## Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



Legislative proposals to reform the current **telecoms rules** and the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**



Establishment of a **Cybersecurity contractual Public-Private Partnership**

## Maximising the growth potential of the Digital Economy



Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers



## #DigitalSingleMarket engagement

- *Roundtables with key stakeholders*
- *Meetings with senior officials and Commissioners*
- *Twitter chats with Oettinger & Ansip*
- *#Digital4EU stakeholder forum, 24 February*
- *#Digital4EU online engagement, 24 February onwards*
- *Going Local, 6 May onwards*
- *Digital Assembly, 17-18 June, Riga*







## Going Local 2015

- **Purpose: Present, gain understanding and seek support for DSM**
- **Audience: local digital stakeholders, national, regional, local authorities, citizens**
- **Timing: May onwards**
- **Teams: Ambassadors from DSM DGs, supported by country teams + Representations + Digital Champions**
- **Coordination: European Commission, DG CONNECT**



<https://ec.europa.eu/digital-agenda/en/going-local>

The screenshot shows the 'DIGITAL AGENDA FOR EUROPE' website, a Europe 2020 Initiative. The navigation bar includes 'Digital for Europe', 'Digital society', 'Digital economy', 'Access and connectivity', and 'Research and innovation'. The main content area is titled 'Going Local' and features a search bar, a 'Join & Follow' section with social media icons, and a list of tweets from @DigitalAgendaEU. The 'Going Local 2015' section describes the Commission's outreach to stakeholders and citizens in Member States and neighbouring countries to discuss digital matters. It mentions the 2015 edition of the Going Local will focus on the Digital Single Market strategy, adopted on 6 May. The aim is to present and communicate the Commission's digital priorities and to get a better understanding of national and local digital realities, as well as reaching out to local stakeholders and citizens. A 'SHARE THIS' button is visible. Below this, the 'Visits' section lists activities in various European Union countries, represented by their national flags. The 'Background' section states that Going Local was launched in 2010 to bring awareness and involvement of the Digital Agenda EU (DAE) to stakeholders following the publication of the Digital Agenda. The feedback from the visits (PDF 124 KB) was very positive so a second round of visits took place in autumn 2011.

## Going Local Sweden, 8 May

- *DSM debate at EC Representation during Europe day – organised by Swedish Association of Local Authorities and Regions*
- *DG CONNECT Going Local Ambassador, MEP, Municipal Director, Office of Foreign Affairs, 80 stakeholders*





# Calendar

20-21 April	<b>Bulgaria</b> , VP Ansip + Citizens Dialogue
30 April	<b>Sweden</b> , VP Ansip
7 May	<b>Czech Rep</b> , Jourova
7 May	<b>Denmark</b> , Vestager
8 May	<b>Sweden</b> , Going Local Ambassador
8 May	<b>Estonia</b> , VP Ansip
13 May	<b>Estonia</b> , Going Local Ambassador
14 May	<b>Poland</b> , VP Ansip
21-22 May	<b>Slovenia</b> , Going Local Ambassador
26 May	<b>Norway</b> , Going Local team
27 May	<b>France</b> , Going Local Ambassador
8-9 June	<b>Croatia</b> , Going Local Ambassador
8 June	<b>Finland</b> , Going Local Ambassador
9 June	<b>Belgium</b> , Going Local Ambassador
10 June	<b>France</b> , Going Local Ambassador
11 June	<b>Netherlands</b> , Going Local Ambassador
16 June	<b>Latvia</b> , Going Local Ambassador
17-18 June	<b>Luxembourg</b> , Going Local Ambassador
22-23 June	<b>UK</b> , Going Local Ambassador
24 June	<b>France</b> , Going Local Ambassador
26 June	<b>Austria</b> , Going Local Ambassador
29-30 June	<b>Greece</b> , Going Local Ambassador
6 July	<b>Portugal</b> , Going Local Ambassador
...	



## Digital Agenda

<http://ec.europa.eu/digital-agenda/en>

## Digital Single Market

<http://ec.europa.eu/priorities/digital-single-market/>

## Going Local

<https://ec.europa.eu/digital-agenda/en/going-local>

## Big and Open Data, the PSI Directive

<https://ec.europa.eu/digital-agenda/en/content-and-media/data>



@DigitalAgendaEU  
@EUDataEcosystem  
@EC\_opendata

