

Digital Single Market

MID-TERM REVIEW



**European Committee
of the Regions**

Western Balkans Working Group, 3rd of May 2018

What is the Internet today?

Search engines



Communications / Social Media



Operating systems / App Stores



Audiovisual



E-commerce platforms



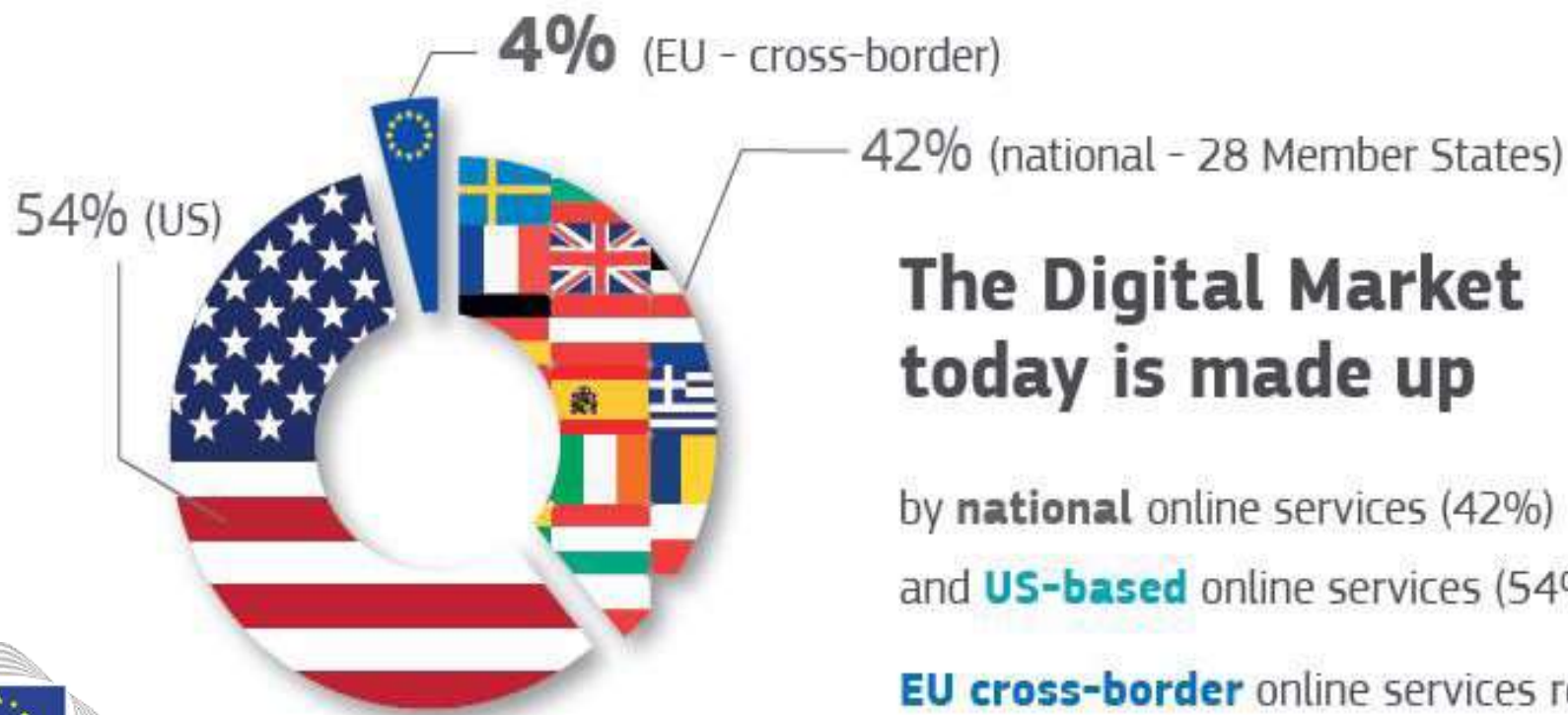
Content platforms



Payment and other platforms



EU Digital Market



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%



Digital economy



75% of EU citizens use Internet regularly

158 million subscriptions on fixed Broadband 134 mobile subscriptions per 100 people



DIGITAL BUSINESSES

2 in 3 EU enterprises provide mobile devices for business use

36% of EU enterprises use Social Media



276.5 million EUR turnover of EU B2C eCommerce (2012) 15% of EU SMEs sell online

28% of EU enterprises use e-Invoices



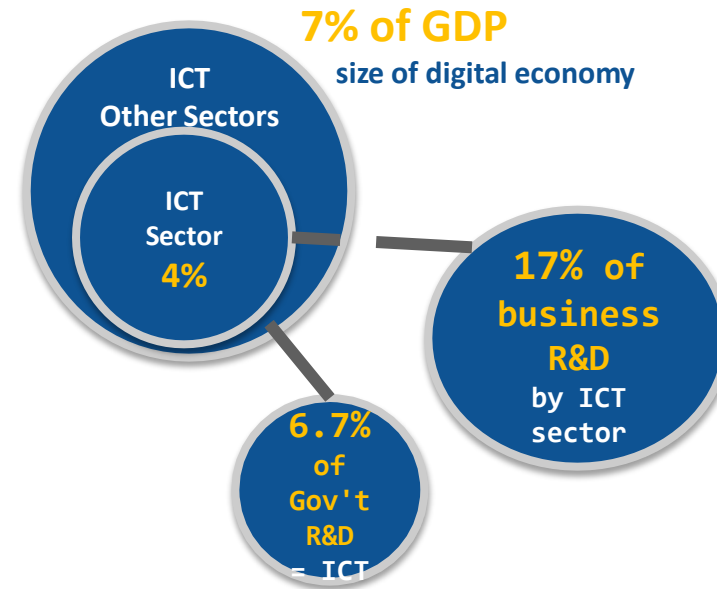
Digital economy



ICT drives 1/3 EU GDP growth
2001-2011

43% EU risk capital
in ICT companies

17% EU patents
in ICT



ICT PROFESSIONALS

825 000 estimated demand/supply gap by 2020



55% work outside of ICT sector



2.8% of workforce

+ 3%- 4%
yearly employment growth

State of play

Digital Single Market achievements



As of **15 June 2017**, **mobile roaming charges will finally be abolished** in the EU.



As of **May 2018**, a new single set of EU rules on **data protection and privacy** in electronic communications.



As of **2020**, EU Member States will for the first time coordinate their use of the **high-quality band 700 MHz**.



As of **early 2018**, citizens will be able to **enjoy their online films, sports broadcasts, music, video games, and e-book subscriptions when travelling** in the EU.



As of **May 2018**, the EU will be equipped with its first ever **common cybersecurity law** to help keep network and information systems safe in all Member States.



If EU governments follow the Commission **e-government action plan**, they could save up to €5 billion per year as of **2020**.



What are the pillars of DSM Strategy?

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**



Thank you for your attention!

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