Digital Single Market

MID-TERM REVIEW

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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