

# A Digital Single Market

## Where are we one year on?

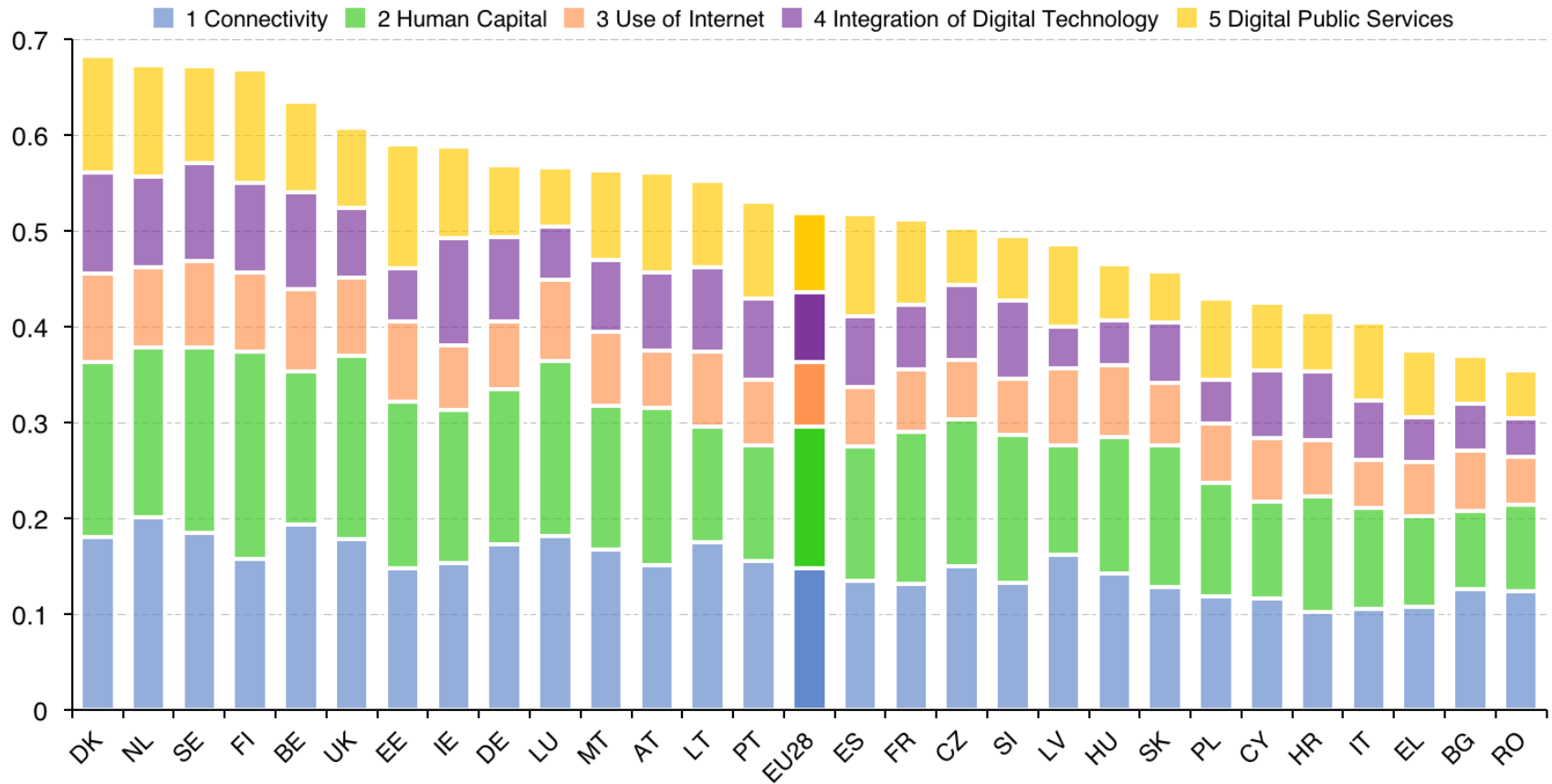
***Gérald Santucci***

*DG CONNECT, European Commission*

*Eindhoven, Netherlands, 19-20 September 2016*



# Ranking of EU Countries



DESI 2016 is based mostly on data from 2015

Country scores range between a minimum of 0 and a maximum of 1

# 1

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

Helping to make the EU's digital world a seamless and level marketplace to buy and sell.

- Modernise eCommerce ✓
  - End unjustified geo-blocking ✓
  - A more efficient and affordable parcel delivery ✓
  - Strengthen consumer trust ✓
- A more modern copyright framework ✓ + autumn 2016
- Reduce VAT burden ✓



# 2

## Shaping the right environment for digital networks and services to flourish

Designing rules which match the pace of technology & support infrastructure development.

- Review the audio-visual media framework ✓
- Review online platforms, intermediaries ✓
- Review sharing economy ✓
- An ambitious overhaul of EU telecoms rules
- autumn 2016
- Reinforce trust and security in digital services ✓



# 3

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

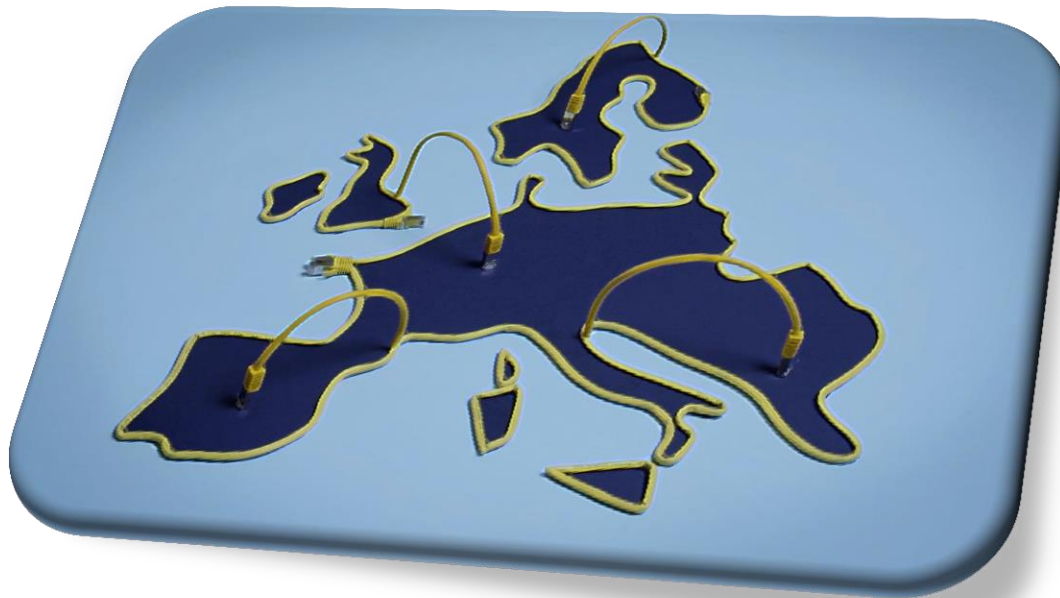
Ensuring that Europe's economy, industry and employment take full advantage of what digitalisation offers.

- Digitising industry ✓
- Cloud ✓
- Inclusive digital economy and society ✓
- e-government June ✓
- Standardisation & interoperability ✓
- Digital skills ✓
- Data economy autumn 2016

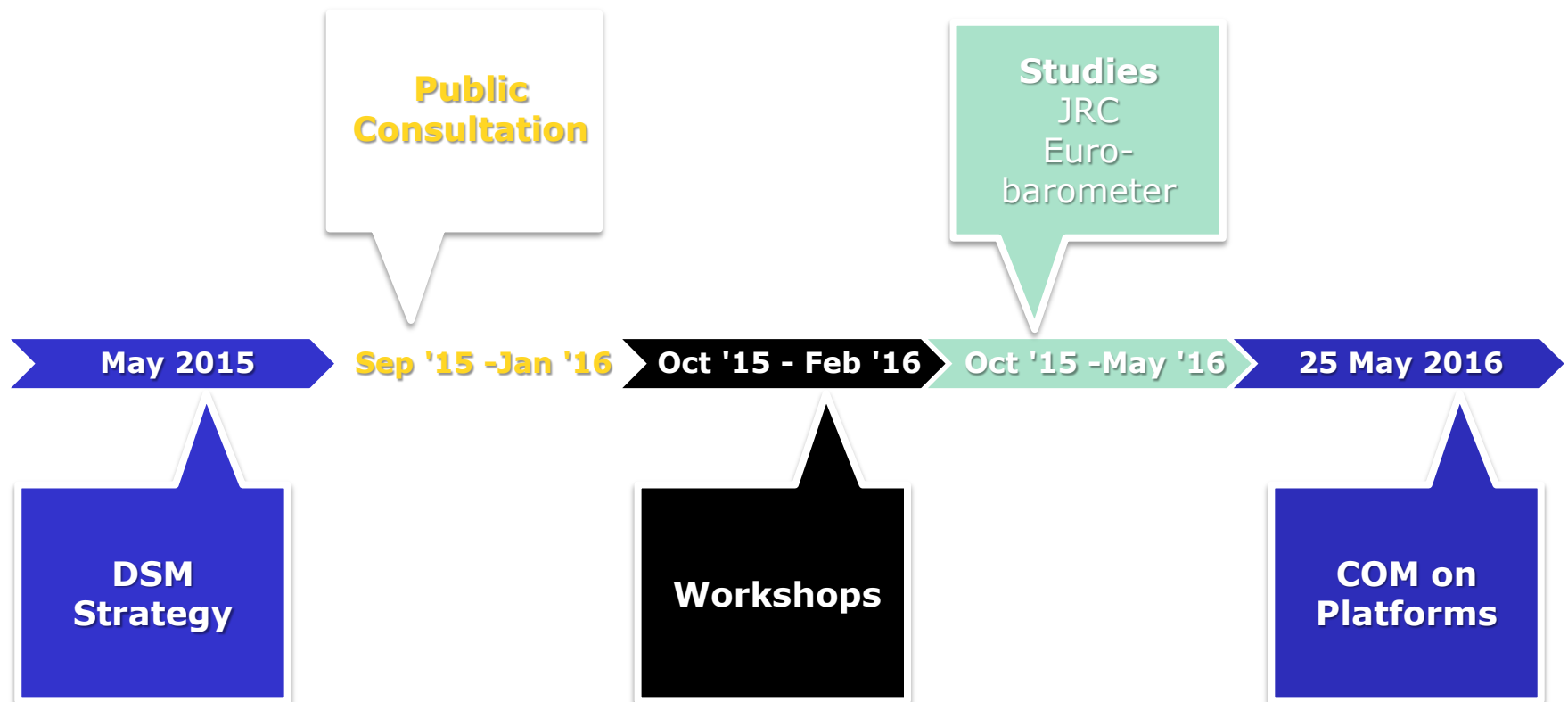


# Online Platforms

## Opportunities and Challenges for the DSM



# Comprehensive Assessment of the Role of Online Platforms



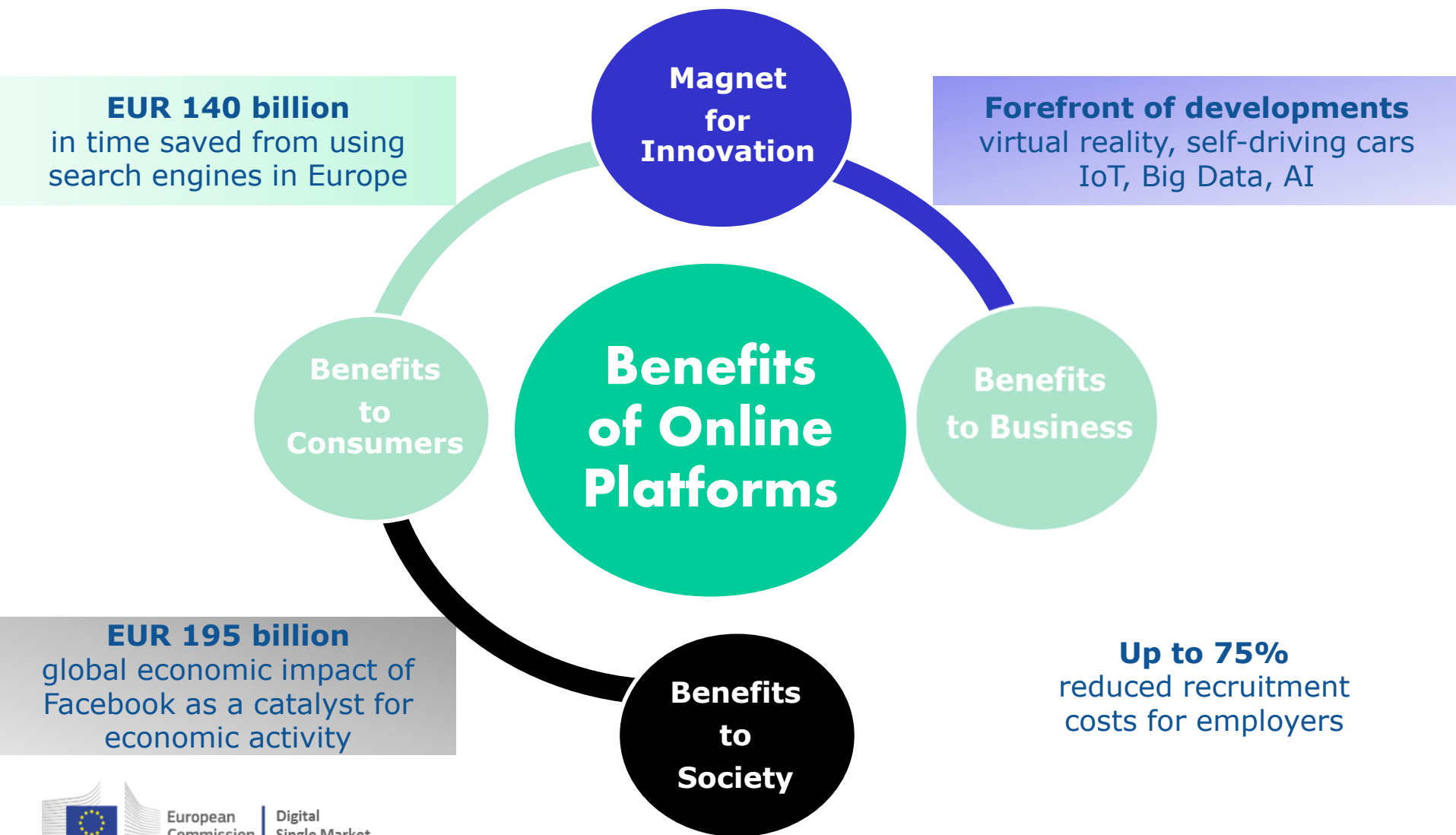


# Huge Diversity in the Online Platform Ecosystem





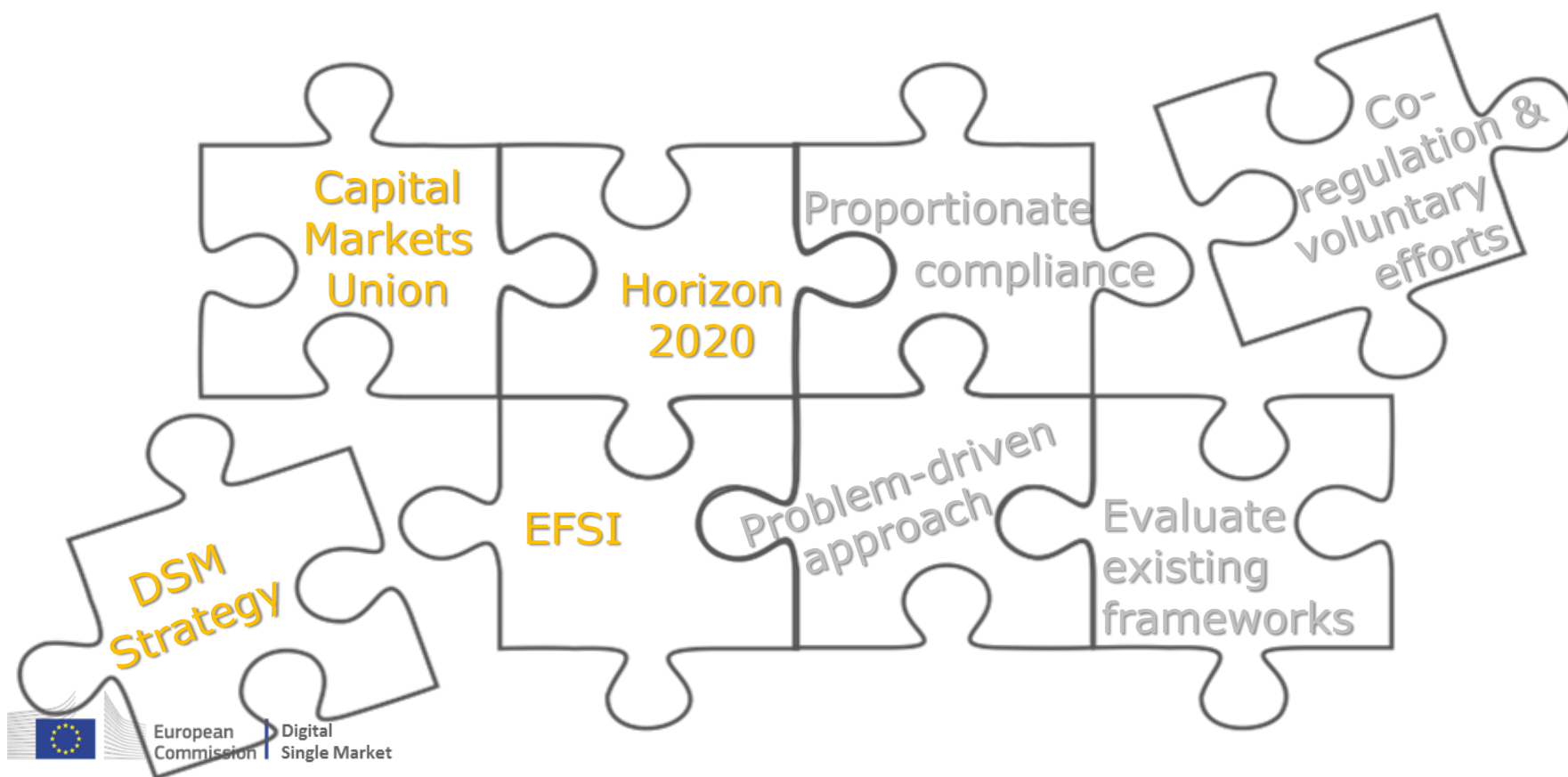
# EU Policy to Promote Growth & Innovation while Enhancing Citizens' Participation



# The Commission's Approach

Embrace the platform revolution...

... by effectively tackling emerging issues



# 4 Core Principles to Accompany the Rise of Online Platforms

## Level Playing Field

Comparable digital services should be subject to similar or the same rules.

## Acting Responsibly

Maintaining the limited liability regime as an engine for innovation while fostering greater responsibilities for platforms on specific issues.

## Trust, Transparency & Fairness

Transparency and fairness for maintaining user trust and safeguarding innovation.

## Open Markets

Keeping markets open and non-discriminatory to foster a data-driven economy.

# Next Steps

## Level Playing Field

Targeted fact-finding exercise on B2B practices in H2 2016 (workshops, studies). By spring 2017 will determine whether additional EU action is needed.

## Acting Responsibly

Mapping exercise around voluntary measures platforms may take to fight illegal content without losing liability exemption in H2 2016. Possible guidance document to be issued by Q2 2017.

## Trust, Transparency & Fairness

Mapping exercise around voluntary efforts that platforms can employ to tackle trust-diminishing practices like fake reviews.

## Open Markets

Maximise openness of future digital technologies by making open data projects funding priorities as well as through initiatives like Free Flow of Data.

## Innovation agenda

Develop strategy to facilitate and support the emergence of competitive EU-based platforms, which is a strategic imperative for Europe

# Find out more

[ec.europa.eu/priorities/digital-single-market/index\\_en.htm](http://ec.europa.eu/priorities/digital-single-market/index_en.htm)



[ec.europa.eu/digital-single-market](http://ec.europa.eu/digital-single-market)



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