



Copenhagen, 6 November 2018



European
Commission

Digital Single Market – starting point



15% of consumers bought online from other EU countries in 2014, while **44%** did so **domestically**

→ EU consumers could **save €11.7 billion** each year if they could choose from a full range of EU goods and services when shopping online



Only **7% of SMEs** in the EU sell cross-border

Small online businesses wishing to trade in another EU country face around **€9,000 extra costs** for having to adapt to national laws

→ If the same rules for e-commerce were applied in all EU Member States, **57% of companies** would either start or increase their online sales to other EU countries

Affordable parcel delivery costs



More than **90% of e-shoppers** consider **low delivery prices** and **convenient return options** as important when buying online

62% of companies that are willing to sell online say that too high delivery costs are a problem

Tackling geo-blocking

In **52% of all attempts** at cross-border orders the seller does not serve the country of the consumer

→ less clients, less revenues for companies



72% of Internet users in Europe still worry that they are being asked for too much **personal data online**

Rolling out fast broadband for all



Take-up of fast broadband is low: only **22.5% of all subscriptions** are fast ones (above 30Mbps) and Europe has witnessed significant time lags in the roll-out of the latest 4G technology due to the non-availability of suitable spectrum

Spectrum reforms can decrease prices of mobile services and boost productivity over time (estimated EU-wide GDP increase **between 0.11% and 0.16% over 5 years**)

Modernising copyright



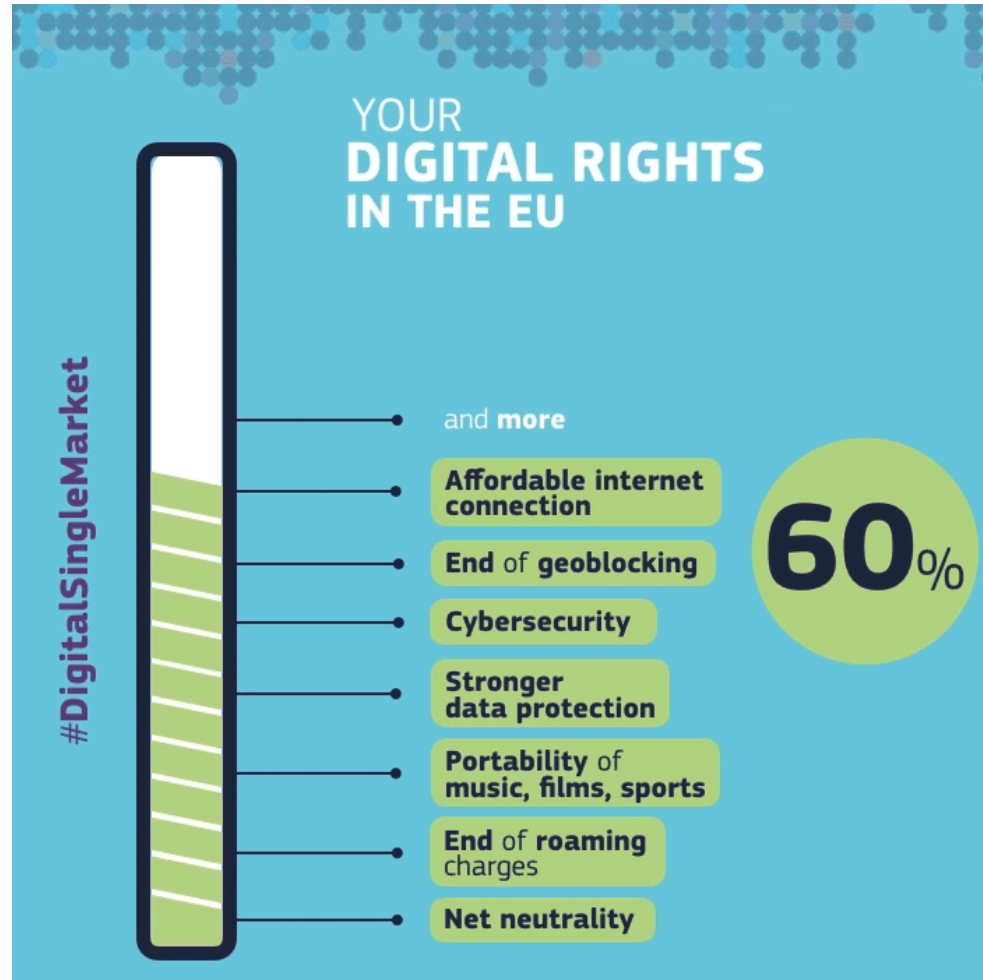
1 in 3 Europeans is interested in watching or listening to content from their home country **when abroad**



1 in 5 Europeans is interested in watching or listening to content from **other EU countries**



European
Commission



Looking at the future

- ✓ Trust is still a must – the development of digital economy depends on it!



KEY AREAS FOR EU'S DIGITAL FUTURE:

