



European Commission



A Digital Single Market for the benefit of all Europeans

May 2019

TOWARDS A MORE UNITED, STRONGER AND MORE DEMOCRATIC UNION



'I believe that we must make much better use of the great opportunities offered by digital technologies, which do not know any borders. To do so, we will need to have the courage to 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. That way, we can ensure that consumers can access services, music, movies and sports events on their electronic devices wherever they are in Europe.'

Then candidate for President of the European Commission Jean-Claude Juncker, Political Guidelines for the next Commission, 15 July 2014

30

legislative initiatives presented by the Juncker Commission

28

have been politically agreed or finalised by the European Parliament and the Council of the European Union

2

legislative initiatives are still on the table for the European Parliament and the Council of the European Union to adopt

CREATING A DIGITALLY CONNECTED EUROPE

It is a priority for the Juncker Commission to provide our citizens with the best possible access to the online world and the skills to build a digital future for Europe.

Demand for wireless connectivity using smart phones and future 5G devices is continuously growing. Mobile traffic will grow eight fold in the next five years.



Before 2014

Many people in remote areas do not have access to good internet connections.

Under the Juncker Commission



Around €43.2 billion has been invested in the digital sector thanks to the European Fund for Strategic Investments (EFSI). In addition, more than €14 billion under the European Structural and Investment Funds is being invested in digital technologies.

Overall 2,800 municipalities in Europe were already selected to receive a WiFi4EU voucher worth €15,000. Additional 3,400 municipalities will be selected to receive the voucher in the coming weeks. This voucher can be used to set up Wi-Fi hotspots in public spaces, such as town halls, libraries, museums, parks, squares and other places of public interest.

Radio spectrum waves are the basis for Wi-Fi, mobile phones and other wireless devices. Their use is not well coordinated across Europe.

Spectrum-enabled services are worth around €500 billion a year to the European economy.

A fragmented market and delays left Europe lagging behind in 4G connection for several years.

Better spectrum coordination will increase the value of spectrum-enabled services to €1 trillion a year by 2023.



Europe will be able to successfully launch 5G connections thanks to better spectrum coordination and a high level of cybersecurity of networks, granting high-speed mobile internet access to everyone and new services such as connected cars, remote health care, smart cities and video streaming on the move across the continent.

Difficulties for many citizens in dealing with public administrations online, especially when they work, live or do business in another EU country.



By 2020, the 'Single Digital Gateway' will provide one entry point for online administrative procedures for citizens and businesses.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

In the online world the EU's four freedoms — the free movement of goods, capital, services and labour — are not yet a reality. The Juncker Commission has been tackling these problems.

Before 2014

Europeans cannot use their online subscriptions while they travel. Streaming of their favourite TV show might be blocked abroad.

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Since April 2018, Europeans can access their online subscriptions to films, sports events, e-books, video games or music services while travelling to another Member State.

Before 2014

High roaming prices for using your phone abroad in Europe. In 2007: over €0.50 per minute for a voice call, €0.28 for an SMS and €6000 per GB of data. High prices for international calls in the EU.

High prices for international calls in the EU.

Consumer rights were not adapted to the digital age.

Consumers are **geoblocked** from accessing goods and services online in other countries, for example requiring payment with a debit or credit card from a specific country only.

Prices charged for **delivery of small parcels** to another Member State are often up to five times higher than domestic prices, without a clear correlation to the real costs.

62% of companies that wish to sell online say that high delivery costs are a problem.

20 million people who live in the EU were born in a different EU Member State from the one they are resident in now. They often cannot access **audiovisual content** from their home countries.

26 million blind and visually impaired people in Europe are limited in their access to culture because the formats they need are not readily available.

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Roaming charges ended in June 2017. Since then, the use of mobile data has grown 12 times while the number of phone calls made by travellers has doubled compared to the habits before the end of roaming charges. The use of mobile data has grown 12 times while the number of phone calls made by travellers has doubled compared to the habits before June 2017.

Calls abroad to other countries in the European Union will cost less as of 15 May 2019. The new rules cap the price of intra-EU calls at 19 cents per minute (+VAT), and 6 cents per SMS (+ VAT).



Updated consumer protection rules and new digital contract rules will:

- grant consumers more rights in the online world;
- give consumers confidence when buying online and from different Member States.



Since 3 December 2018, the **new rules against unjustified geoblocking** ensure that consumers can access goods and services online without worrying about discrimination or geographically based restrictions.



Higher price transparency and increased regulatory oversight encourage lower prices, allow consumers and small businesses to take informed decisions, and **make parcel delivery more affordable**.

This has the potential to:

- increase cross-border e-commerce by more than 4%;
- increase the number of firms selling online across borders by more than 6% and the volume of online trade by 5%.



New rules will make it easier for broadcasters to enrich their online output across borders, granting people better choice and **access to content across borders** and allowing European culture to flourish.



New rules allow special formats of print material — such as Braille or Daisy — to be made and disseminated for **people with print disabilities**. People who are blind, visually impaired or otherwise print-disabled are able to access more books and other print material, including adapted audio books and e-books, in accessible formats — across the European Union and the rest of the world.

Before 2014

Companies and public administrations face difficulties in storing and processing **non-personal data** (e.g. traffic, weather) in different EU countries.

This stops SMEs and start-ups from entering new markets across borders and scaling up, and leads to the costly duplication of data storage facilities.

1 million EU businesses are dependent on **online platforms** to reach their customers. When issues emerge in the platform-to-business relations, they affect negatively businesses' sales and trust in the online economy. Nearly half of business users (46%), especially small ones, experience problems with online intermediation services.

The internet has grown enormously – nearly 1.3 billion websites allow 3.7 billion users daily to exchange information, trade and interact with unparalleled intensity. Disinformation is a long existing phenomenon. While online platforms have brought many benefits, they also allow false information to be produced, widely disseminated and promoted. According to Eurobarometer opinion poll 83 % of Europeans think **fake news** is a threat to democracy.

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A single set of rules are due to make it easier to do business across borders in the EU, as cross-border data storage and processing becomes easier and follows one single set of rules all across the EU.

Lower costs for data services and greater flexibility for companies could result in additional revenues for European businesses of up to €10.4 billion.



The first-ever rules on online platforms' trading practices will create a fair, transparent and predictable business environment for businesses and traders when using online platforms.

Traders selling online via marketplaces, hotels using booking platforms, or app developers are amongst those who will benefit from the new rules agreed today. The new regulation will also offer new possibilities for resolving disputes and complaints.



To protect its democratic systems and public debates and in view of the 2019 European elections as well as national and local elections, the EU has adopted an Action Plan to step up efforts to counter **disinformation** in Europe and beyond.

The Action Plan focuses on four areas: Improving detection, analysis and exposure of disinformation; Stronger cooperation and joint responses to disinformation; Mobilise private sector to tackle disinformation; Raise awareness and improve societal resilience.

As part of the Action Plan a dedicated Rapid Alert System was set up in March 2019 among the EU institutions and Member States to facilitate the exchange of information on disinformation threats in real time.

INVESTING IN THE DIGITAL FUTURE OF EUROPE

Before 2014

Copyright-intensive industries are a key asset for the European economy – they represent 11.65 million jobs and contribute €915 billion per year, 6.8% of Europe's GDP.

Digital technologies have changed the ways we produce, distribute and access **creative content**, opening up new opportunities but also making it difficult for creators, rights holders and the press to negotiate with online platforms the terms and conditions for the use of their work.

Recent figures show that digital threats are evolving fast: ransomware attacks have increased by 300% since 2015. According to several studies, the economic impact of **cybercrime** rose fivefold from 2013 to 2017, and could further rise by a factor of four by 2019. Evidence suggests that people from around the world identify cyber-attacks from other countries among the leading threats to national security.

Artificial intelligence (AI) is traditionally linked with robotics, but its potential is far greater. The approach in Europe is rather piecemeal, with other parts of the world seen as more advanced in the development of artificial intelligence. Investment levels need to be increased, as does access to data, on which artificial intelligence thrives. The ethical and social aspects of artificial intelligence also need to be addressed, to ensure that the development of the technology is underpinned by trust and security.

Supercomputers are needed to process ever larger amounts of data and bring benefits to society in many areas, from health care and renewable energy to car safety and cybersecurity. However, today, compared to its competitors from China, Japan or the United States, Europe is clearly underinvesting in high-performance computing, with a funding gap of €500-750 million per year. As a result, European scientists and industry increasingly process their data outside the EU.

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The **modernised copyright rules** help to create a sustainable digital environment by:

- making it easier for creators and authors to negotiate fair remuneration
- allowing creative sectors and the press to negotiate better deals for the use of their work online
- providing clearer digital rights for the citizens, and
- providing more opportunities for science, education and cultural heritage institutions

The new rules will directly benefit more than 500,000 authors – including composers, writers, directors, screenwriters, journalists, photographers, songwriters, and more than 500,000 performers including musicians, singers, actors, dancers and other performing artists.



The EU has now a range of instruments, including the first EU-wide legislation on cybersecurity (Directive on Security of Network and Information Systems) and the **Cybersecurity Act** to reinforce cooperation against cyber-attacks. The Cyber Security Act will strengthen the role of the EU Cybersecurity Agency (ENISA) and establish a common European cybersecurity certification framework for IT services, systems and equipment.

The EU will also put forward a European network of centres of cybersecurity expertise, in order to help reinforce research and deployment of new cybersecurity capacities in the EU.



The European Commission's approach to **artificial intelligence and robotics** deals with technological, ethical, legal and socio-economic aspects to boost the EU's research and industrial capacity and to put artificial intelligence at the service of European citizens and the economy. Artificial intelligence has become an area of strategic importance and a key driver of economic development. However, socio-economic, legal and ethical impacts have to be carefully addressed. The EU must join forces to stay at the forefront of this technological revolution, to ensure competitiveness and to shape the conditions for its development and use, ensuring European values are respected.



€1 billion is being invested jointly with Member States to build a **world-class European supercomputer infrastructure**.

The EuroHPC (High Performance computing) Joint Undertaking was established in 2018 with the aim of equipping the EU by the end of 2020 with a world-class supercomputing infrastructure, which will support the development of leading scientific, public sector and industrial applications in many domains, including personalised medicine, bio-engineering, weather forecasting and tackling climate change, discovering new materials and medicines, oil and gas exploration, designing new planes and cars, and smart cities. So far, 27 European countries have joined the EuroHPC Joint Undertaking.

