

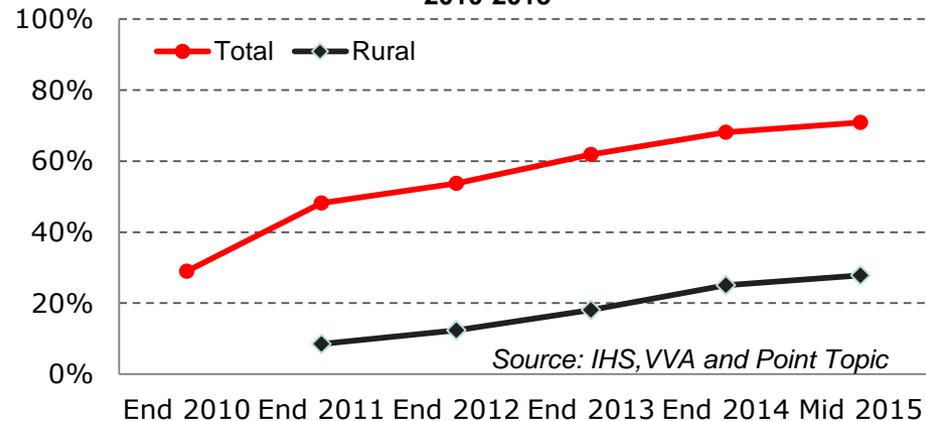


EUROPEAN UNION – DIGITAL SINGLE MARKET:

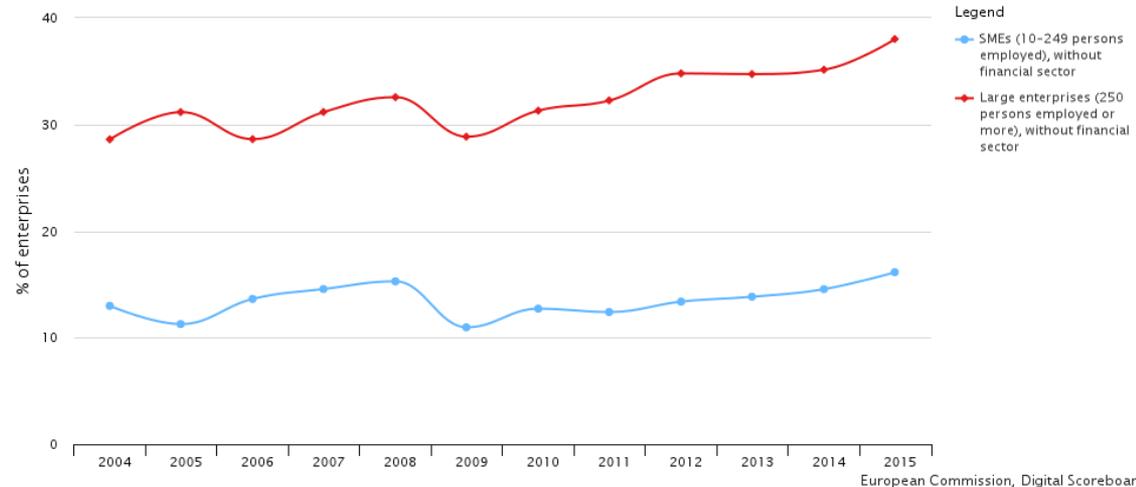
Philipp Dupuis, Delegation of the European Union, Bangkok
27 April 2016

- **Broadband:** coverage of Next Generation Access technologies continued to increase in the EU and reached 71%. NGA deployments still focus mainly in urban areas, while only 28% of rural homes are covered.
- **eCommerce:** the progress in online sales by European companies is slow. Large companies are more active with 38% of them selling online. The gap between SMEs and large companies is increasing.

Next Generation Access (NGA) broadband coverage in the EU, 2010-2015



Enterprises using any computer network for sales (at least 1%), by Enterprise size (SMEs, Large)



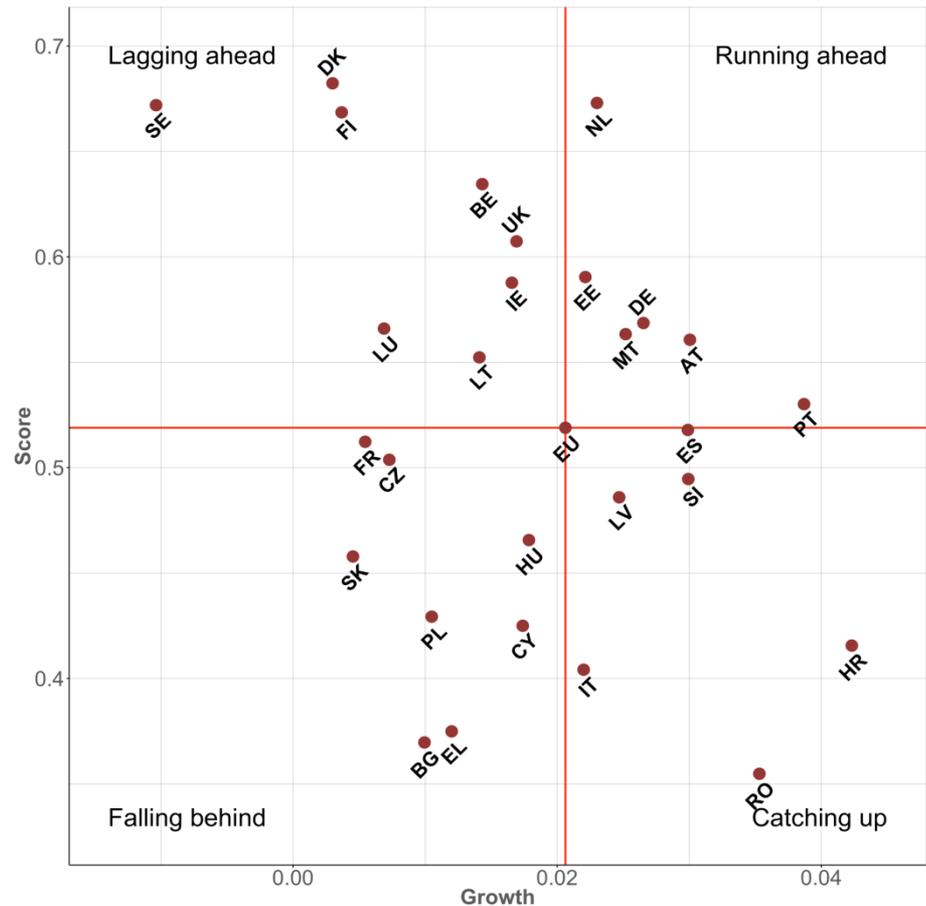
The EU performing digital in 2016:

- EU score has improved (0.52 vs. 0.50 in 2015), but EU progress slowed down
- Improvement mostly driven by **Connectivity** and **Integration of Digital Technology** by businesses
- Developments in **Online Public Services** and **Human Capital** have all but stagnated this year

Clustering of countries:

- **Running ahead:** perform above EU and growing faster than the EU
- **Lagging ahead:** perform above EU, but growing slower than the EU
- **Catching up:** perform below EU but growing faster than the EU
- **Falling behind:** perform below EU and growing slower than the EU

Performance by country





Digital Single Market: a focused Strategy

3 pillars

16 actions

**Better
access for
consumers
and businesses**

- To end unjustified geo-blocking
- A more modern and European copyright framework
- To modernise eCommerce
- A more efficient and affordable parcel delivery
- To reduce VAT burden

**Innovative
services and
advanced
digital networks**

- An ambitious overhaul of EU telecoms rules
- Review the audiovisual media framework
Online platforms, intermediaries and sharing economy
- Reinforce trust and security in digital services

**Enhance the
Growth potential
of the digital
economy**

- Data economy
- Inclusive digital economy and society
- Digital skills and e-government
- Standardisation and interoperability

2015

2016 – 1st semester

2016 – 2nd semester



Copyright I
Incl. Portability

e-Commerce package
Incl. Geoblocking

Copyright II
Incl. SatCab



UHF/700Mhz

Content package
Incl. AVMSD, Platforms

Cybersecurity PPP

**Roaming
wholesale**

**Telecom
review**



**DSM technologies & public
services modernisation
package (Industry, Cloud, eGov,
Standards)**

Free Flow Data

e-Privacy

EU Catalogue

Digitising European Industry

To facilitate coordination of EU, National and Regional Initiatives
as Industrie 4.0 (DE), Smart Industry (NL), L'Industrie du Futur (FR)

Mainstreaming Digital Innovation across all industrial sectors: setting a pan-EU network of digital innovation Hubs

Strengthening Leadership in digital technologies

- Public Private Partnerships
- Industrial Platforms
- Large scale pilots and test beds

Preparing Europeans for the Digital Age: Skills & Jobs

Regulatory framework:

- Free flow of data & data ownership
- Safety & liability of autonomous systems & IoT

Internet of Things

EU Cloud Initiative

- Open Science Cloud
- European Data Infrastructure
- Widening Access & building trust

HPC

QUANTUM

ICT Priority Standards

- 5G
- Cloud Computing
- Internet of Things
- Data
- Cybersecurity

eGovernment Action Plan

- Digital Single Gateway
- eJustice Portal
- "Once-only" principle
- Cross-border eHealth
- eProcurement

To better focus, mobilising €50 bill. of public and private investments
(Horizon 2020, EU Investment Plan, EU Structural Funds, national and regional funds, investments by industry)



More on the Technologies & public services modernisation package:

http://eeas.europa.eu/delegations/thailand/index_en.htm

More on the DSM generally:

<https://ec.europa.eu/digital-single-market/en/dg-connect>