



Il Mercato Unico Digitale

Roma, 13 luglio 2015

L'ECONOMIA DIGITALE



75% dei cittadini usa internet regolarmente

158 milioni di abbonamenti alla banda larga

134 abbonamenti al mobile per 100 persone

BUSINESS DIGITALE



2 su 3 imprese europee

fornisce dispositivi mobili ai propri impiegati

36% di imprese europee utilizza i Social Media



276.5 milioni EUR di fatturato di eCommerce B2C nella UE (2012)

15% di PMI europee vendono online

28% di imprese europee usa la fatturazione elettronica



Obiettivo

Creare un Mercato Unico dove lo scambio di beni, persone, servizi e capitale e' assicurato e dove i cittadini e le imprese possano accedere ed esercitare attivita' online in condizioni di concorrenza, in qualunque paese risiedano

L'impatto macroeconomico si trasmette per canali diversi, ad esempio piu' varieta' e concorrenza, prezzi piu' bassi e cost di transazione piu' bassi

Roadmap for completing the Digital Single Market /// Initiatives

2015

2016

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

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Legislative proposals for a reform of the **copyright** regime

Review of the **Satellite and Cable Directive**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**



Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes

Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



Legislative proposals to reform the current **telecoms rules** and the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**



Establishment of a **Cybersecurity contractual Public-Private Partnership**

Maximising the growth potential of the Digital Economy



Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers



- Per porre fine al geoblocking ingiustificato
- Per delle regole sul diritto d'autore al passo con i tempi
- Per stimolare l' eCommerce
- Per dei costi di spedizione piu' efficienti ed accessibili
- Per semplificare l'IVA



**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

1

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

Unlocking the e-commerce potential




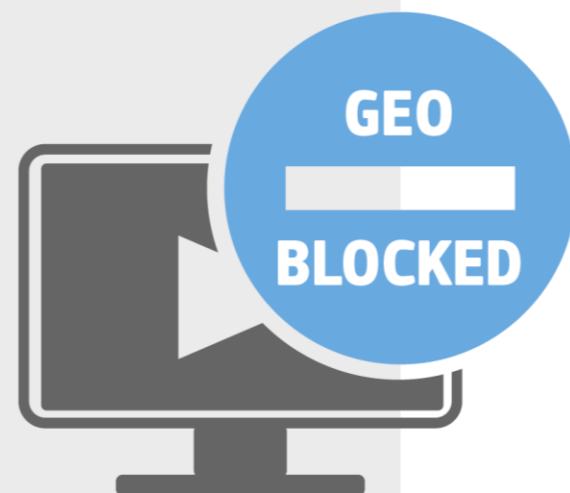
15 % of consumers bought online from other EU countries in 2014, while **44% did so domestically.**



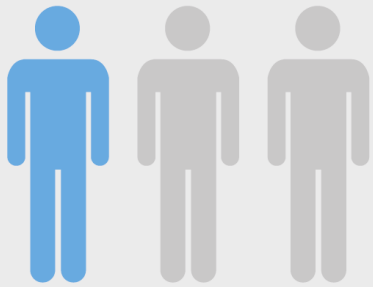
Tackling geo-blocking

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



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**

2

Shaping the right environment for digital networks and services to flourish



Strong European data protection rules to boost the digital economy

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

Online Platforms

Online platforms favour innovation and create added value; but, are they too powerful?

Sharing economy improves resources efficiency; but it also raises new regulatory questions.

The Commission will launch a comprehensive assesment of the role of platforms in the digital economy

3

Creating a European Digital Economy and society with growth potential

Big data and cloud



Digital data stored in cloud:
2013: 20% - 2020: 40%

The use of big data by the top 100 EU manufacturers could lead to **savings worth €425 billion**

Innovation

Europe as an innovation actor

Finding the balance between innovation promotion and rules

Regulations for new business models

Main objectives for Member States

Data protection for consumers and cyber-security

Digital infrastructure

Boosting e-commerce

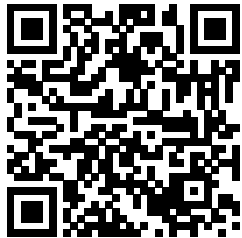
Improving access and connectivity

Improving innovation

4 questions of the digital circle

1. What level of Europeanisation for the digital industry?
2. What kind of regulation to improve innovation?
3. How to adapt national regulations with companies developing at European (or even worldwide) level?
4. How to adapt national legislation on data and digital innovation in the cloud?

ec.europa.eu/priorities/digital-single-market/index_en.htm



ec.europa.eu/digital-agenda/en/digital-single-market



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Digital Agenda for Europe