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ministrija

Implementation of the EU "Digital Single Market" programma - impact on the business environment

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'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**.'

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

https://ec.europa.eu/commission/priorities/digital-single-market_lv

CREATING A DIGITALLY CONNECTED EUROPE

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

VS

- Around €41.3 billion in **investment in the digital sector** - European Fund for Strategic Investments.

- More than €14 billion under the European Structural and Investment Funds **invested in digital technologies**.

- Overall **2,800 municipalities** in Europe were selected to **receive a WiFi4EU voucher** worth €15,000. Wi-Fi hotspots in public spaces(libraries, museums, parks,.)

CREATING A DIGITALLY CONNECTED EUROPE

- **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.

VS

- **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, granting

- **high-speed mobile internet access to everyone** and new services such as connected cars, remote health care, smart cities

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BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

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

VS

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

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BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

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

- **High roaming prices** for using your phone abroad in Europe.

VS

- 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**.

- **Europeans do not pay roaming charges** when travelling within the **EU**.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

- **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.

VS

- **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.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

- **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.**

VS

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** ;
- **increase the number of firms and volume** selling online across borders

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BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

- **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**.

VS

- **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**. The new rules will apply by 2020.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

- **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**

VS

- **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.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

Vides aizsardzības un reģionālās attīstības ministrija

- 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**.

VS

- 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.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

- **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.

VS

- **The first-ever rules on online platforms' trading practices wile 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**.

BREAKING DOWN DIGITAL BARRIERS FOR CONSUMERS AND BUSINESSES

- 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**.

VS

To protect its democratic systems 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:**

- **Improve 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**.

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INVESTING IN THE DIGITAL FUTURE OF EUROPE

- **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 AI. **Investment levels need to be increased**, as does access to data, on which AI 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.

VS

- **The EC's approach to AI 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 EU citizens and economy**. **AI has become an area of strategic importance** and a key driver of economic development.

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INVESTING IN THE DIGITAL FUTURE OF EUROPE

- **Supercomputers are needed to process ever larger amounts of data** and bring benefits to society in many areas. However, today, compared to its competitors from China, Japan or the United States, **Europe is clearly underinvesting in high-performance computing**. As a result, European **scientists and industry increasingly process their data outside the EU**.

VS

- **€1 billion is being invested.** 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, …

INVESTING IN THE DIGITAL FUTURE OF EUROPE

- **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.

VS

- **The EU has now a range of instruments, including the first EU-wide legislation on cybersecurity** (Directive) and the Cybersecurity Act (CSA) to reinforce cooperation against cyber-attacks. The CSA will **strengthen** the role of the **ENISA** and establish **cybersecurity certification framework**.

- EU will also put forward **network of centres of cybersecurity expertise**, to help reinforce research and deployment.

28 OUT OF 30 LEGISLATIVE PROPOSALS AGREED SO FAR:

Connectivity:

- **Meeting Europe's growing connectivity needs, including in rural and remote areas** and boosting competitiveness by 2020.
- **700 MHz**
- **Wholesale roaming**
- **Wifi4EU**
- **Telecoms Code** (incl. spectrum)
- **BEREC**

e-Commerce:

- Making it **easier to buy and sell online** across borders.
- **Consumer protection** cooperation
- **Geoblocking**
- **VAT e-commerce** (2 proposals)
- **Cross-border parcel delivery**
- **VAT e-books**
- **Contact rules for digital content** and goods (2 proposals)
- **Platform-to-business**

Data:

- **Creating a competitive data economy** within the Digital Single Market.
- **Free flow of non-personal data**
- **High-performance computing**
- **Public sector information**

Media/copyright:

- **Promoting European content** and providing citizens with more choice and access.
- **Portability of online content**
- **Marrakesh Treaty** (2 proposals)
- **Audiovisual media services directive**
- **Broadcasting** (SatCab)
- **Copyright**

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28 OUT OF 30 LEGISLATIVE PROPOSALS AGREED SO FAR:

Trust:

- **Strengthening trust and EU's capacity** to respond to cyberattacks.
- **Data protection rules** for EU Institutions
- .eu
- **Cybersecurity Act**
- **non-cash payments**

e-Gov:

- Making it **easier** for citizens **to deal with public administrations online**.
- **Single Digital Gateway**
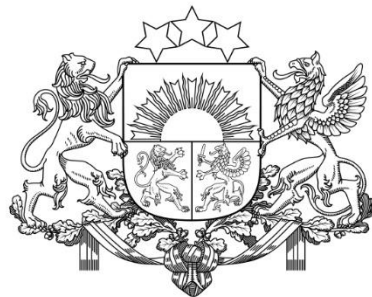
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Thank You!

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